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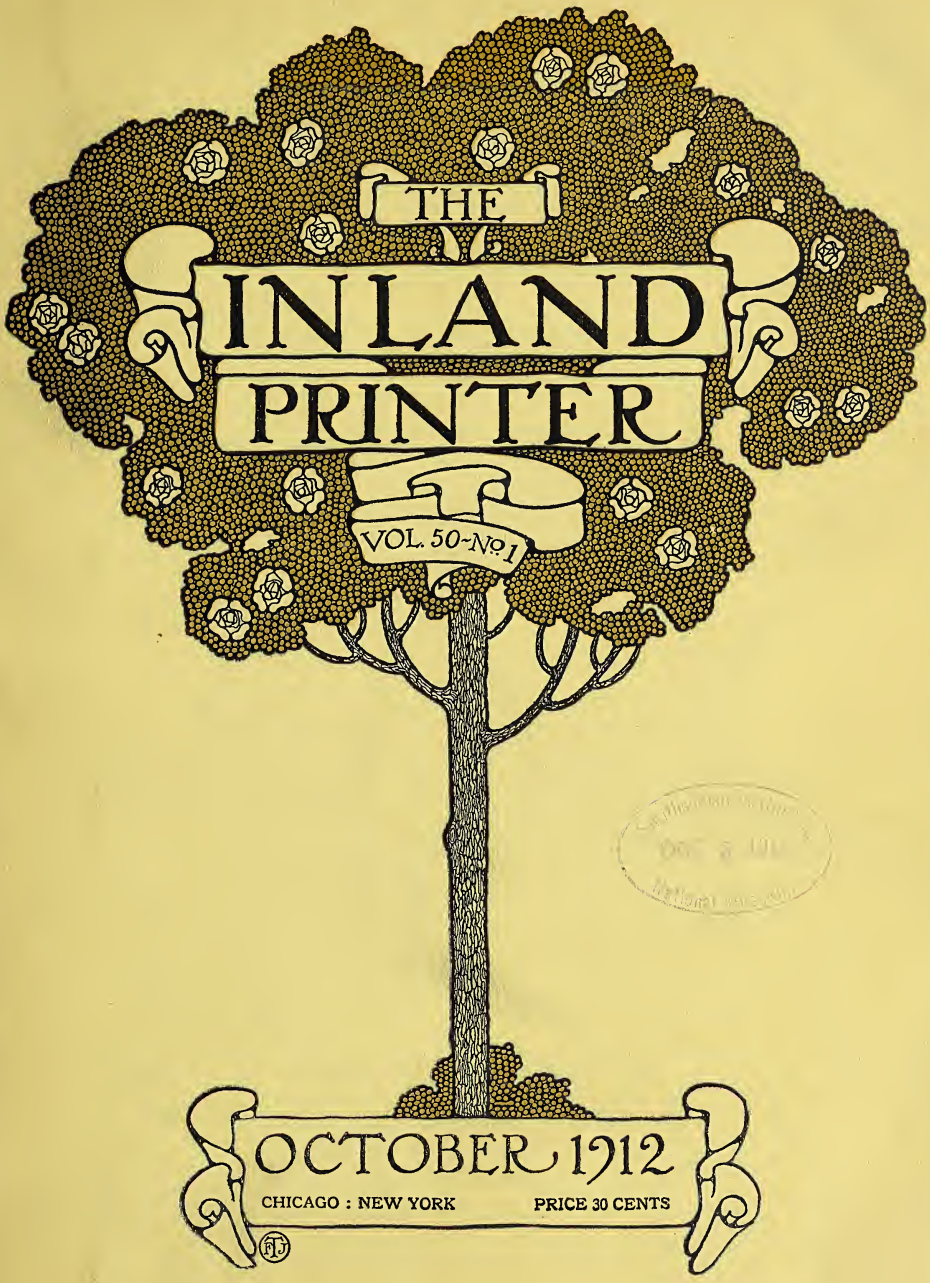
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OCTOBER 1912
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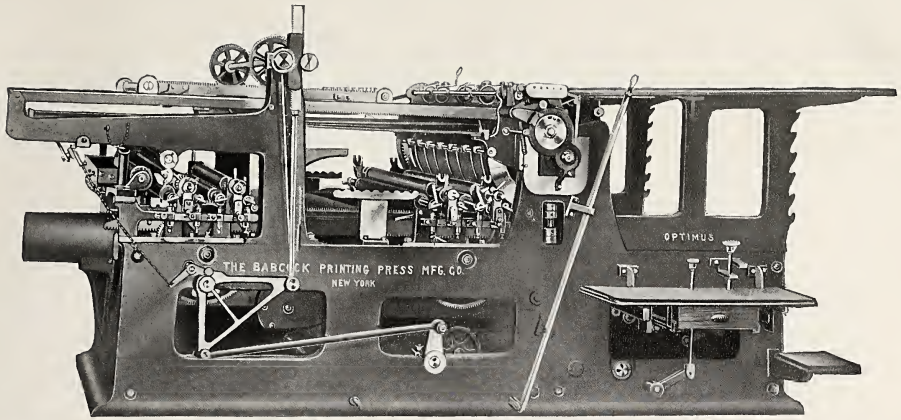
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At a meeting in Chicago a speaker last week said that a cost committee had found that the average commercial press or job cylinder makes four changes a day; that if it had a fly fifteen minutes were lost adjusting it for each job, or a loss of one hour for the average day; that the average hour cost of such a press is $1.65.

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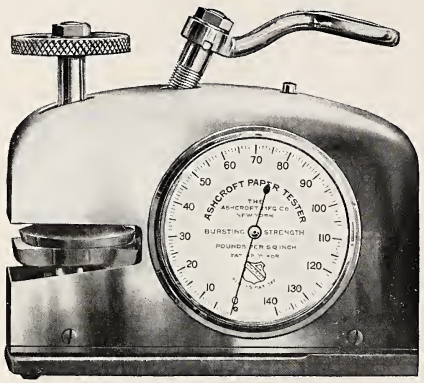
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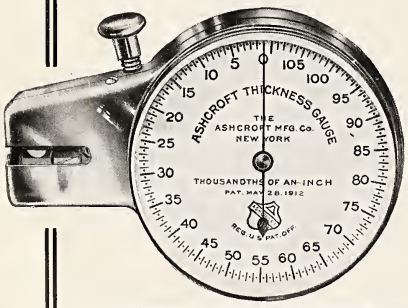
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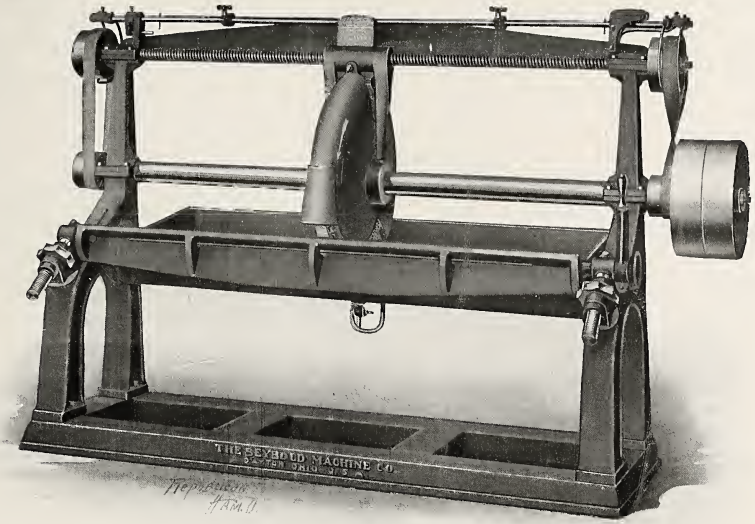
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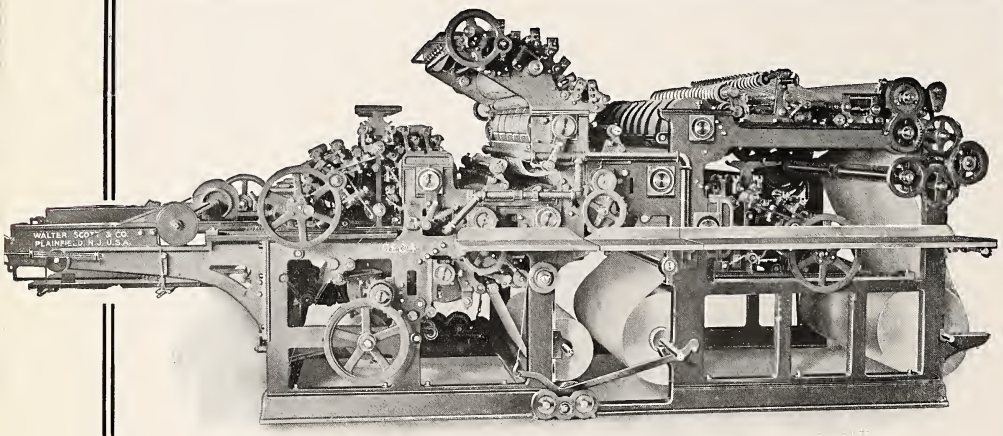
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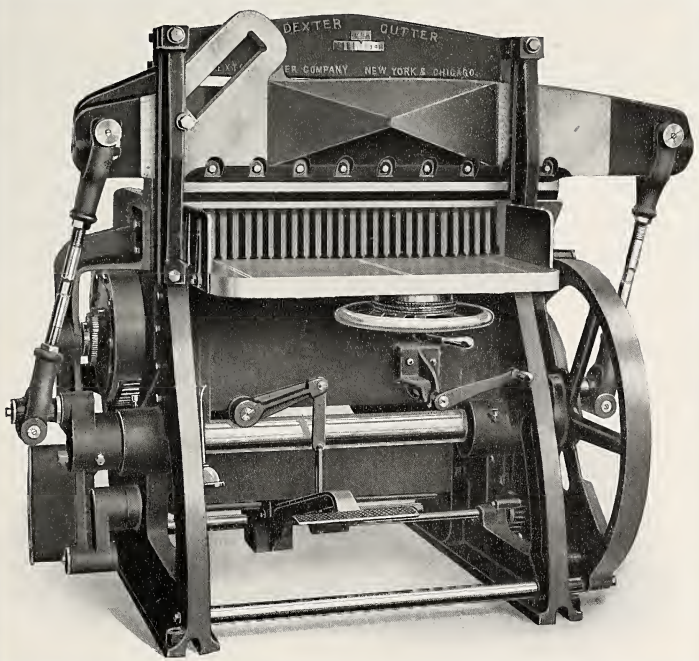
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THE AULT & WIBORG COMPANY

CINCINNATI

NEW YORK	CHICAGO	ST. LOUIS	BUFFALO
PHILADELPHIA	MINNEAPOLIS	SAN FRANCISCO	TORONTO, CAN.
MONTREAL, CAN.	HAVANA, CUBA	CITY OF MEXICO	BUENOS AIRES, S.A.
	PARIS, FRANCE	LONDON, ENGLAND	



The DEXTER Automatic Clamp Cutting Machines

We can prove to you, that the Dexter Cutter is the *strongest, simplest, most durable* and *perfect running* cutter manufactured.

BECAUSE:

It has a less number of working parts
Every part is from 10% to 50% heavier
The driving clutch is the strongest, simplest made
It has the greatest clamping power
When the knife has made the cut, the clamp is released
This saves 40% of the power required for clamping
Only one screw to adjust the clamping pressure

DEXTER FOLDER COMPANY

NEW YORK CHICAGO PHILADELPHIA BOSTON
ATLANTA, GEORGIA: Dodson Printers' Supply Co. SAN FRANCISCO: Brintnall & Bickford

Efficiency Plants

The Efficiency Department of the American Type Founders Company furnishes SCIENTIFIC LAYOUTS of Printing Plants, including every Department for Plate-making.

Let Us PROVE to You that We Can INCREASE your PROFITS

Value

Is the basis of a Real Bargain

Quality

Is the basis of Real Value

Permanency

Is an essential attribute of Real Quality

Efficiency

Welds Value, Quality and Permanency into Veritable Economy

Most large Composing Rooms are the results of *Accretion*, and have developed without system, as business increased. Thus inefficiency intrudes even under the most Successful Management. In the great majority of plants it is possible to Save Floor Space, Increase Output, Reduce Expenses and Increase Profits.

Start Right with the New Plants and Re-Locate the Old Plants on our Scientific Efficiency Lines

American Type Founders Co.

American Steel Cabinet

No. 554

DESIGNED BY M. M. DANIELS, EFFICIENCY EXPERT, AND MANAGER OF THE CLEVELAND BRANCH OF AMERICAN TYPE FOUNDERS COMPANY

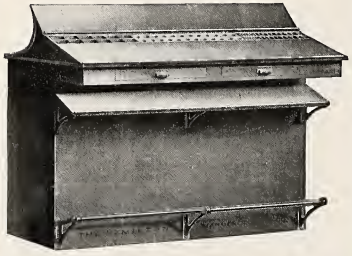


Case Side, with Auxiliary Bank, 18x70 inches. Has 48 full-size California Job Cases, each with steel front protector and brass pull. Extras: Electric lights over each tier, each controlled by separate switch; brass label holders; number tacks.

All-Steel Equipments

Things in Steel once bought are finally bought—the cost of "Upkeep" and the factor of "Depreciation" are negligible.

The American Type Founders Company offers for sale at all its branches Steel Printing Plant Equipments superior to any heretofore made, not only in that every piece is designed to give Maximum Efficiency and occupy the least space, but also that the Materials, Method of Construction, Durability, Stability and Finish are superlatively good.



Working Side, with Working Bank and two Auxiliary Banks, and two ample Copy Drawers. The Working Bank is recessed to hold cases containing justifying materials, such as leads, copper thin spaces, etc., which are flush with bank. The steel foot rail is extra, if required.

American Type Founders Co.

FOR the last twenty-two years, the composing machinery business has been in the hands of a monopoly. Progress and improvement have not been determined by customers' needs, but by the autocratic wishes of those in control of the monopoly.

This era has passed forever. We will create a clean and helpful competition. We intend to build and sell type-setting machinery on the same commercial basis and under the same conditions which prevail in the machinery trade. The only advantage we expect or ask is that which can be gained from a superior product, clean business methods and an honest desire to be helpful to our customers.

INTERNATIONAL TYPESETTING MACHINE CO.

is manufacturing a two-letter line-casting machine, having an improved casting apparatus and other features which place it far ahead of the antiquated machines now in use. These will be marketed in February.

The Company is also manufacturing matrices, spacebands and other supply and repair parts for Linotype Machines. These will be ready for delivery in November. It will pay you to wait.

Factory:
Foot of Montague Street,
Brooklyn, N. Y.

New York Office:
182 William Street,
P. O. Box 2072

Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

Erie, Pa.

Chicago
343 South Dearborn Street

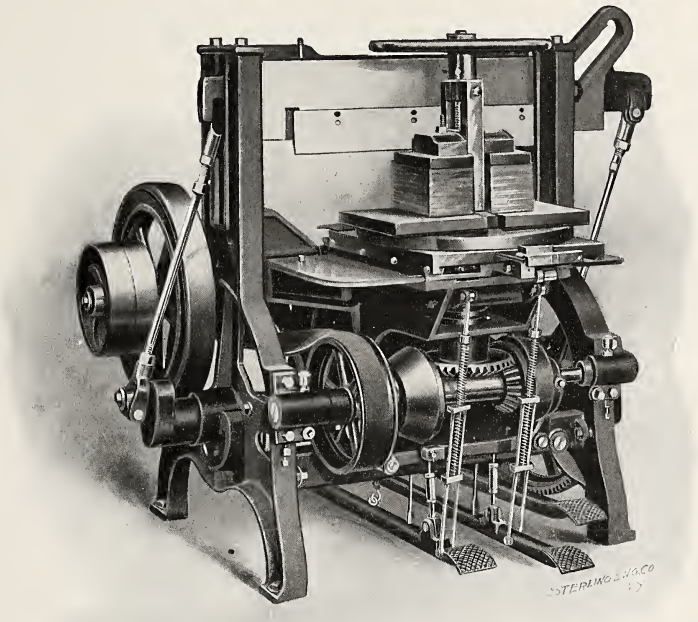
New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street

AS NECESSARY TO THE BOOKBINDER AS INK TO THE PRINTER

THE SHERIDAN AUTOMATIC BOOK TRIMMER



Will trim 5,000 books a day, trimmed as they should be to suit the most exacting trade.

Cuts two stacks of books, from 2 in. x 4 in. up to 9½ in. to 15 in., clamp opening 8½ in.

Write for further particulars

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

63-65-69 Mount Pleasant, LONDON, E. C., ENGLAND

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

WE manufacture Furniture of Wood and Steel that bears the Hamilton Trade-mark, thus , somewhere about each individual piece. This mark of quality does not make the goods, but it is a guarantee that it comes from the Hamilton shops.

In the minds of more than one hundred thousand satisfied users the world over, the product of these shops has come to be considered the criterion of what constitutes good business furniture.

We would make our furniture *better if we knew how.* We are making it the best we can, with the materials, appliances and skilled labor available, and we are learning how to do things better.

We have been in this business thirty years, but we are still going to school—taking courses in advanced work now.

Our latest development is the new line of Pressed Steel Composing-Room Furniture. We are using heavier materials than necessary, making it several hundred per cent stronger than is absolutely essential. It is our purpose to make this furniture in a way that a century hence it will be as substantial and lasting as when first installed. That is a feature of the Hamilton line.

Not necessarily the cheapest furniture in point of first cost, but when figured in lasting qualities, serviceability and working economy, its cheapness is plainly manifest.

For your own protection insist on Hamilton furniture with the Trade-mark on every piece.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

IT will be of interest to the THINKING printer to know that sales of our Models B and J presses have increased to such an extent that we have *no room to manufacture* Model A machines. We give

NOTICE

that after September 30, 1912, we will discontinue their manufacture and also that of the ½M Style 2B.

ABOUT January 1 our new ½ S. R. *Model C* press will be offered to the master printers at the same price as the Model B. In addition to Model B features this machine will contain

Removable ink fountain blade
Longer ink fountain
Eccentric action ratchet lever adjusting block
Easier operated adjuster bar throw-off
Completely depressable frisket fingers
Vibrator and distributor stocks same length
Long shell distributor changer
and others

LOOK FOR IT!

JOHN THOMSON PRESS COMPANY

253 BROADWAY,
N. Y. CITY

FISHER BUILDING,
CHICAGO, ILL.

The Greatest Money-Making Presses

used by "Uncle Sam" for printing documents, speeches, postal cards, money orders, registered letter blanks, manifolding blanks, and for numbering, sealing and collating United States currency, are

POTTER PRESSES

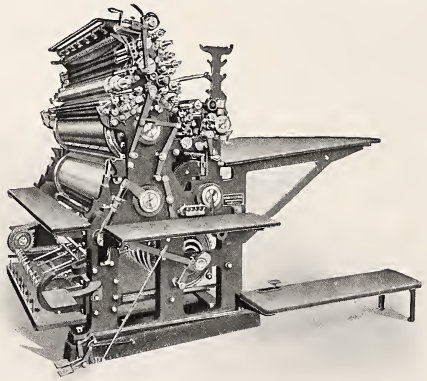
Over half a century of successful printing-press building crystallized in

The Potter Rotary Offset Press

so that it is no wonder that it is so generally acknowledged that

"IF it's a POTTER, it's the BEST."

The New Series, Art Distribution Offset Press is a Dandy.



One of our customers recently said to us:

"Your new press is a very intelligent press, it is so DEPENDABLE."

That's a good quality for your pressroom, WE GUARANTEE IT.

POTTER PRINTING PRESS CO.

PLAINFIELD, N. J.

CABLE ADDRESS: POTERPRES, PLAINFIELD

SALES AGENTS

CHAMPLIN MFG. & SALES CO.	BRINTNALL & BICKFORD	J. H. SCHROETER & BRO.
343 S. Dearborn St.	568 Howard St.	135-137 Central Ave.
Chicago, Ill.	San Francisco, Cal.	Atlanta, Ga.

SOME STRONG POINTS

in the Art Caxton Platen

THE FOUNDATION. Weight of main frame (18″ × 22½″) 1310 lbs.; ıt of main frame (18″ × 12″) 718 lbs. Designed to offer an unyielding .nce to the heaviest pressure. Much heavier than competing platens.

PLATEN AND SIDE ARMS. The Platen is on the same principle as the main frame—a massive casting—and like the type bed is machined and scraped to the finest degree of accuracy. Forged steel is used for Side Arms while the eccentric sleeves are of the hardest phosphor bronze. The Side Arms on largest models are tested for 100 tons pressure.

DOUBLE GEARING. Massive machine-cut double gearing ensures perfect uniformity of movement and frees the platen from twisting strains. The Art Caxton is the only platen in the world which is double geared in all models.

DOUBLE-POSITION PLATEN. A simple and unique device setting platen back $\frac{3}{32}$in., without disturbing impression eccentrics, thus permitting instant change from letterpress to embossing, without risk. "Two Machines in One" is our claim.

CYLINDRICAL INKING. Models A, B and C have four forme rollers of 2¼″ diameter, inked by two large distributing drums, fed by no less than six metal and composition rollers of 2¾″ diameter. Competing machines have no rollers bigger than 2$\frac{7}{16}$″. Forme and distributing rollers are interchangeable. Put all this up to our competitors.

ROLLER THROW-OUT. Rollers can be thrown clear of ink distributing drums far enough forward to make removal easy. Facilitates wash-up, prevents "flats."

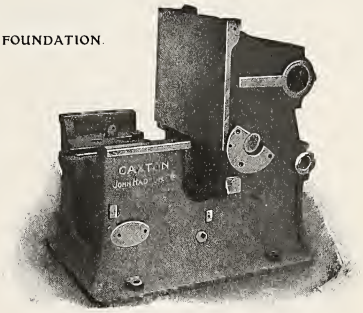
OUR CATALOGUE TELLS ABOUT THESE AND OTHER POINTS.

Free from

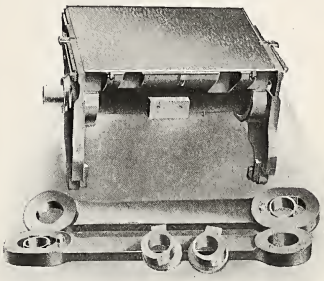
H. HINZE, TRIBUNE BUILDING, **NEW YORK**

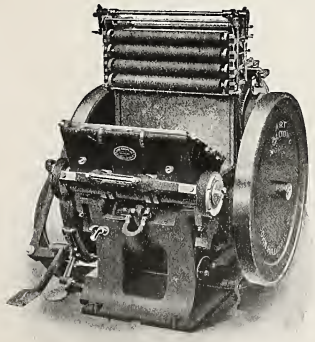
ANGLO - CANADIAN Type and Printing Machinery Co., Ltd., 124, York St., TORONTO

FOUNDATION.



PLATEN AND SIDE ARMS.

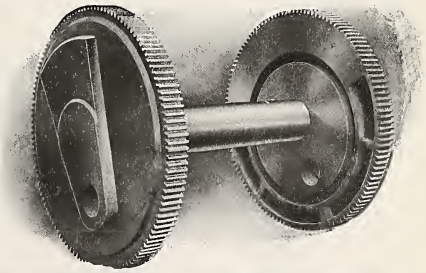




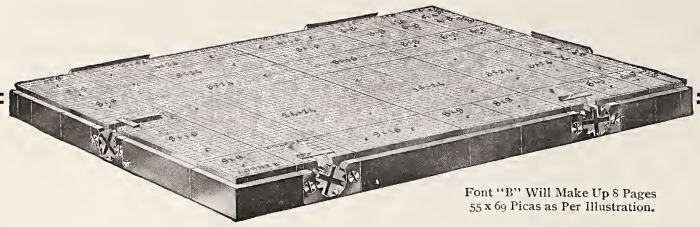
The Popular Model "C"

SEE IT AT WORK IN NEW YORK

DOUBLE-GEARING.



Made in England by JOHN HADDON & CO., SALISBURY SQUARE LONDON, E.C.

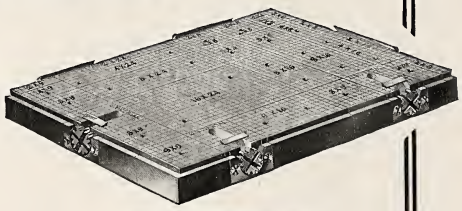


Font "B" Will Make Up 8 Pages
55 x 69 Picas as Per Illustration.

The Simplex Block System

For Magazine and Book Work

THE SIMPLEX BLOCK SYSTEM consists of a carefully selected assortment of cast-iron and steel point-system sections, hooks and catches that will make up a certain number of pages of a given size, or multiples thereof. For example:



Font "A" Will Make Up 8 Pages
39 x 55 Picas as Per Illustration.

Font "A," selling at $55.00, will make up eight pages of a maximum size of 39 x 55 picas, accommodating plates 37 x 53 picas.

Font "B," selling at $75.00, will make up eight pages of a maximum size of 55 x 69 picas, accommodating plates 53 x 67 picas.

The sections range in size from 2 x 8 picas to 24 x 24 picas, so selected that it is possible to make up any size page from 9 x 13 picas up to the full maximum size.

The illustrations give a very comprehensive idea of the simple method of make-up and show clearly how it is possible to reduce in size, two picas each reduction, either in length or width or both from the maximum down to the minimum, or enlarge from the minimum to the maximum with equal ease.

Around two sides of the block the sections are made with a shoulder which permits the use of a ratchet. This feature saves considerable time in make-up as it does away with the low slug commonly used, which not only consumes time in filling in, but is unsatisfactory on account of working up during a run, causing offsets and often pulling out onto the form and injuring the plates.

The hooks used with the SIMPLEX SYSTEM are our popular UNIVERSAL HOOKS, operated either with a ratchet or with a pin wrench or key. The hooks are 8 x 9 picas in size, the top surface of the hook being 8 x 8 picas. The one pica additional is for the gutter.

Space will not permit of a detailed description. Summed up briefly, the SIMPLEX BLOCK SYSTEM provides an unlimited range of possibilities in the handling of any size or shape of plates, absolute accuracy and unyielding strength, and on account of the simple method of make-up and the small number of parts required, is without question the most satisfactory and the most economical plate-mounting proposition ever introduced.

We will be glad to explain it in detail to parties interested.

THE CHALLENGE MACHINERY CO.

GRAND HAVEN, MICH.

Simplex and Expansion Plate-Mounting Systems on Exhibition at Our Chicago Salesroom, 124 South Fifth Avenue

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



"Hoole" Hand Pallet Machine

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

That Catalogue

well printed on the same *Light-Weight Soft-Finish Half-Tone Paper* that is used on those pretty imported books would be more attractive and make more sales. It would cost less for postage. And you would probably save on the paper itself.

Ask us for a printed sample showing a seedman's catalogue, text and 150-line half-tone, on our 25 x 38-28 Imported Catalogue Paper 10333.

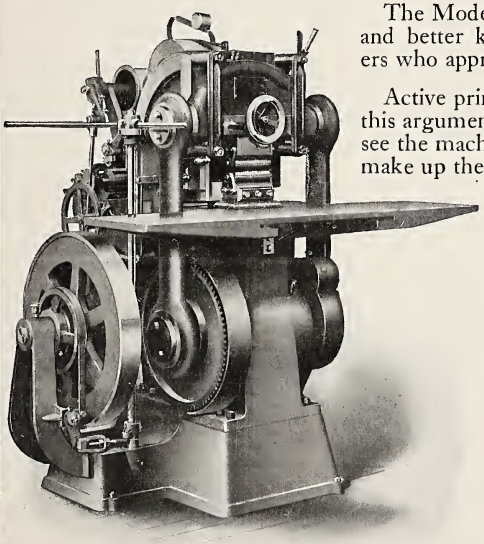
Have you heard of the catalogue where over $20,000 was saved in postage by using this paper? And that wasn't the biggest saving. Ask us about it.

PARSONS TRADING CO.

NEW YORK, 17 BATTERY PLACE

LONDON BOMBAY MEXICO WELLINGTON CAPE TOWN BUENOS AIRES SYDNEY MELBOURNE HAVANA

Buy the Press That Gives the Greatest Service



The Modern Die and Plate Press is becoming better and better known everywhere by printers and engravers who appreciate equipment that can do things.

Active printers and engravers are quick to appreciate this argument — better still, they act quickly when they see the machine once in operation, that is to say — they make up their minds to buy it at once.

Note these important features, then investigate, and we know you will buy.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses

Modern Die & Plate Press Mfg. Co.

Belleville, Illinois

New York Office: Morton Building, 116 Nassau Street

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
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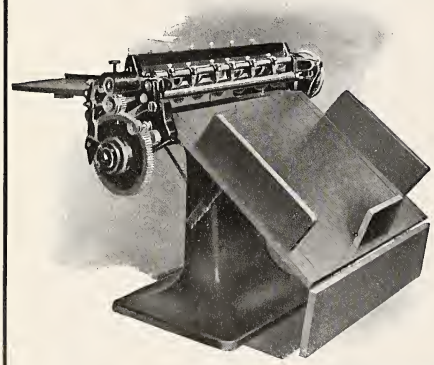


THE HOME OF THE GLOBE ENGRAVING & ELECTROTYPE CO.

701-721 S. DEARBORN ST.

CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U. S. A.

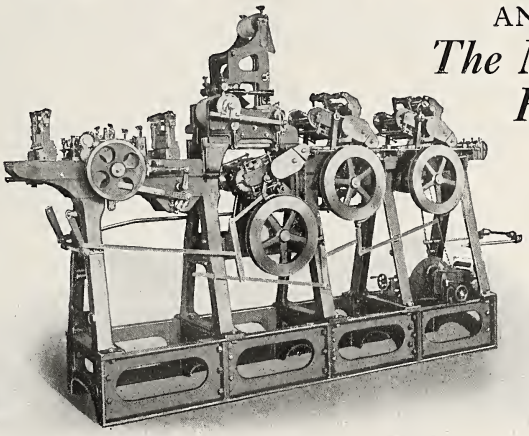
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T. W. & C. B. SHERIDAN { CHICAGO, ILL. / LONDON, ENG.
S. KOCHANSKI BERLIN, GERMANY
MILLER & RICHARD . . . WINNIPEG, MANITOBA
MIDDOWS BROS. SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., ... NEW YORK
THE J. L. MORRISON CO. TORONTO, CANADA
JOHN DICKINSON & CO. . . . Agents for South Africa and India
AMERICAN TYPE FOUNDERS CO. All Branches

A Printer's Problem

No. ONE
60,000 —
6 x 6
FORMS,
THREE
COLORS,
CUT TO
SIZE,
FOR $8

CAN
YOU
BEAT
IT?



ANSWER
The New Era Press

WILL
DO THIS
EVERY
DAY

TEST IT
WITH
YOUR
COST
SYSTEM

Manufactured by **The Regina Co., Henry Drouet,** *Sales Agent*
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

EVERY HOUR

A pile of letter-heads 15 feet high, hourly

A pile of 22" x 34"-40, 15 feet high, daily

Of every working day, 500 pounds of DANISH BOND are sold; the hourly equivalent of more than 50,000 letter-heads, basis of 20 pound Folio.

Figured in terms of an eight hour day, this would make over 400,000 letter-heads daily, or one to every man, woman, and child in a city the size of Washington, D. C.

LIST OF DANISH BOND AGENTS

Albany, N. Y. — Hudson Valley Paper Co.	Milwaukee, Wis. — Dwight Brothers Paper Co.
Baltimore, Md. — B. F. Bond Paper Co.	Minneapolis, Minn. — John Leslie Paper Co.
Boston, Mass. — Tileston & Livermore Co.	New York City — Miller & Wright Paper Co.
Brantford, Ontario — Barber-Ellis, Ltd.	New Orleans, La. — E. C. Palmer & Co., Ltd.
Buffalo, N. Y. — R. H. Thompson Co.	Omaha, Neb. — Carpenter Paper Co.
Chicago, Ill. — Dwight Brothers Paper Co.	Philadelphia, Pa. — Wilkinson Brothers & Co.
Columbus, Ohio — The Central Ohio Paper Co.	Portland, Ore. — Pacific Paper Co.
Denver, Colo. — Carter, Rice & Carpenter Paper Co.	Rochester, N. Y. — R. M. Myers & Co.
Grand Rapids, Mich. — Dwight Brothers Paper Co.	San Francisco, Calif. — Blake, Moffitt & Towne
Indianapolis, Ind. — Crescent Paper Co.	St. Louis, Mo. — Mack-Elliott Paper Co.
Kansas City, Mo. — Kansas City Paper House	Toronto, Ontario — Barber-Ellis, Ltd.
Los Angeles, Calif. — Blake, Moffitt & Towne	Washington, D. C. — B. F. Bond Paper Co.
Louisville, Ky. — Louisville Paper Co.	Winnipeg, Manitoba — Barber-Ellis, Ltd.

Such success could not come except through merit

B. D. RISING PAPER COMPANY, Manufacturers, Housatonic, Berkshire County, Mass.





Worry and Trouble

PLENTY of work and no feeders — profits slipping right out of his hands — there is no joy in this man's shop today. Is he sore? You know it. How did he get in such a fix, couldn't he smell trouble before it landed in his shop?

Mighty few shops that depend altogether upon two-legged feeders have escaped such situations as this. Telephone ringing, customers raising hub on the line — some of them mad enough to give their business to the other fellow — orders promised two days ago not yet out — fine business!

"Three Gordon Feeders Wanted" — they certainly are. They are *needed* — the boss would take nearly any old scrub who asked for a job — those Gordons are costing him money every minute they are idle.

And there is absolutely no excuse for it.

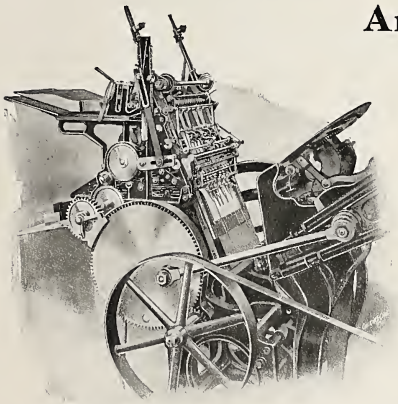
Without putting himself to any expense at all, this printer could have his Gordons busy every minute they were needed. He could run a better shop — he could run the Shop of Prompt Printing. He could be sure of keeping his delivery promises — no more would he have to fear the Printer's Problem of getting good feeders and keeping them.

Perhaps this man's feeders wanted to go to a picnic — or maybe they quit over night — sickness or the travel bug may have stepped in — all he knows is that he hasn't any feeders and can't seem to find any more.

As long as this man runs his shop like he is running it now — he is likely to find the need for that sign hanging on his door. He is playing an uncertainty and taking a chance when he should be able to run at full capacity every day in the year.

VISIT OUR COMPLETE EXHIBIT AT CINCINNATI, OCTOBER 2-5, 1912

This Is the Feeder that Pays Its Own Way



The KIRKMAN Automatic
"Better Than Human"

Are You One of Those Printers Who Must Be Shown?

Here Is Our Offer:

We will ship on trial to any reliable printer a Kirkman Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10 x 15 C. & P. Press.

IMPORTANT—SOMETHING NEW

The New KIRKMAN Ribbon Winder for printing imitation Typewritten letters. Can be attached to any Gordon Press. Write for particulars.

Work and Profit

PLENTY of work and plenty of expert feeders—profits coming in and less money going out — that's the pleasant situation of Mr. On the Job Printer.

One feeder handling three Gordons — one man drawing pay where three men drew pay before. Capacity of Gordons increased to an average of 2,500 per hour, work automatically perfect — no wonder the Automatic Press Feeders have made a friend of this man. Where formerly there was trouble, this shop now has System — where formerly the pay-roll ate up profits, his Gordons are now Big Payers.

This man's shop turns out work when it is wanted and just as the customers want it — just as every good printer insists it must be — perfectly registered side and bottom. And it's clean work — the iron fingers of the Automatic Press Feeder do not leave smudgy spots.

This shop has gained Bigger Output and Better Quality on Gordon work with attachments that paid for themselves. This shop is working as steadily as a good clock — the human cog doesn't slip here and tie things up in a knot. This man keeps his customers — it was easy for him to gain the reputation of being the printer who always delivered the goods. His customers are all boosters — there's not a knocker on his books.

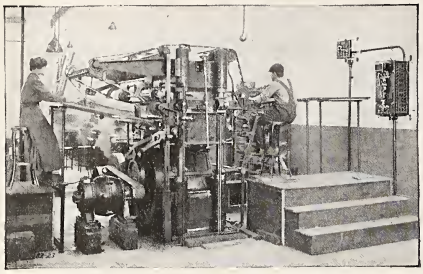
If you would like to know what a few of the printers say about our feeders, send in that postal to-day. Back will come our illustrated circular plus a few sample letters from disinterested outsiders.

Better than that — take your moral from this man's experience. He gave us an opportunity to make good with him — he tried one of our feeders at our expense. At the end of that time he simply said "put in three more to-morrow."



AUTOMATIC PRESS FEEDER COMPANY

General Offices: Transportation Bldg., Chicago, Ill. **New York Office: 50 Church Street**



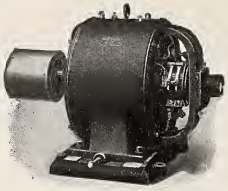
Monitor Controlled Embosser at the plant of the Simpson-Doeller Company

The Monitor System In Service

THE only test of any value that can be applied to a mechanical device is the service that it supplies over a long period of time. The Monitor System of automatic control for printing machinery has so proven its value inclusively in the largest as well as in the smallest plants in the country that it is to-day the standard for all such apparatus. Monitor Controllers perform their functions perfectly and require less time for maintenance and renewal than the old-fashioned hand-operated rheostat.

¶ If you do not know enough about this system of control write to-day for the information you desire.

Monitor Controller Company
111 South Gay St., Baltimore



The Printer's Guide

Is a Book for Printers

All the standard presses are listed, and the size, speed and type of motor required to drive them is given in tabulated form. This book is *invaluable* to master printers.

Write for a free copy

The Triumph Electric Co.
CINCINNATI, OHIO

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

READ THE NEXT PAGE

READ
This
MILLION DOLLAR
Ad

READ THE NEXT PAGE

Let Everybody Read This Million Dollar *Ad.*

This advertisement commemorates the passing of an important event in the rapid progress of THE AUTOPRESS COMPANY.

OVER One Million Dollars' Worth of *Autopresses*

have been sold in a little over two years,—proof conclusive of the reputation the AUTOPRESS has made for itself. That the fame of the Autopress has reached to every corner of the world is a positive proof and demonstration that the Autopress is a force in the job printing world that must be recognized by every printer who wishes to avail himself of the most modern methods of enhancing his business, his reputation and his profits.

The merit of the Autopress alone is responsible for the growth of the Autopress Co. in about three years from a little room, 20x40, with three or four machinists, to a magnificent, up-to-date plant, covering acres of floor space and employing hundreds of men.

Three years ago printers did not believe any automatic machine could do high-class color register work when running at Autopress speed. Today the Autopresses, the sale of which has just passed a total of ONE MILLION DOLLARS, sent to printers in the United States, Canada, South America, Austria-Hungary, Germany, Australia, Egypt, Tasmania, etc., are producing the finest quality of work.

What further proof of Autopress efficiency is needed when firms as prominent as these purchase Autopresses?

AMERICAN PRESS ASS'N, New York, N. Y.	THE GAZETTE, Montreal, Can.
PRUDENTIAL INS. CO., Newark, N. J.	OTIS ELEVATOR CO., Yonkers, N. Y.
COLLIERS' WEEKLY, New York, N. Y.	DENNISON MFG. CO., Boston, Mass.
AMER. DRUGGISTS SYNDICATE, New York, N. Y.	JOHN WYETH & SONS, Philadelphia, Pa.
CURTIS PUBLISHING CO., (Ladies' Home Journal and Saturday Evening Post) Phila., Pa.	MACEY COMPANY, Grand Rapids, Mich.
NEW YORK LIFE INS. CO., New York	CHATTANOOGA MEDICAL CO., Chattanooga, Tenn.
KEASBEY & MATTISON CO., Ambler, Pa.	H. BLACKLOCK, Manchester, Eng.
BERNHEIM DISTILLING CO., Louisville, Ky.	GERMANIA FIRE INS. CO., New York, N. Y.
R. R. DONNELLY SONS CO., Chicago, Ill.	BLADES, EAST & BLADES, London, Eng.
H. W. JOHNS-MANVILLE CO., New York, N. Y.	OCEAN ACCT & GUARANTY CO., New York, N. Y.
PERRY MASON & CO., (Youth's Companion) Boston, Mass.	INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa.
NATIONAL CASH REGISTER CO., Dayton, Ohio	VAN CAMP PACKING CO., Indianapolis, Ind.
BROOKLYN EAGLE, Brooklyn, N. Y.	CAPE TOWN TIMES, Cape Town, Africa
BALTIMORE & OHIO R. R., Baltimore, Md.	UNITED GROCERY CO., Jacksonville, Fla.
	WHITE & JOHNSTON, So. Melbourne, Australia
	AMERICAN OPTICAL CO., Southbridge, Mass.

¶ **We wish we had the space to set forth here the hundreds of letters we have on file from Autopress owners, testifying to the merits of the machine and the profitable cost of production on it.** ¶

EVERY AUTOPRESS can print the nine-color label insert which appears herewith; and every printer must concede this piece of printing to be a very remarkable job for an automatic printing press, and one which few makes of printing presses would duplicate.

This "1861" label and other cigar box labels are being printed every day in the plant of the Gresh Manufacturing Company of Norristown, Pa. The Gresh people pride themselves on the splendid quality of their products and every label must reflect the high-class nature of their products. It was stipulated by them that the AUTOPRESS must produce a label equal to their lithograph samples; the AUTOPRESS did—the label speaks for itself.

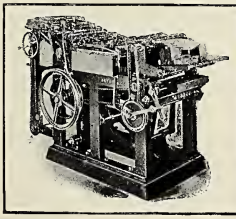
But the production of this label is not an exceptional thing for the AUTOPRESS to do.

¶ Over One Million Dollars' Worth of Autopresses Print Splendid Half-Tones—Hair Line Register—and Process Color Work Every Day

The range of the AUTOPRESS is greater than that of any printing press in the world. Note the wide variety of work done by the AUTOPRESS in the following plants:

COUPONS	Allison Coupon Co., Indianapolis, Ind.
TICKETS	Ansell Ticket Co., Chicago, Ill.
SPECIAL LABELS	Dennison Mfg. Co., South Framingham
CIGAR BOX LABELS	W. K. Gresh & Son, Norristown, Pa.
SYSTEM BLANKS	Kalamazoo Loose Leaf Company, Kalamazoo, Mich.
CARD BOARD FORMS	The Macey Co., Grand Rapids, Mich.
DAILY RECORDS	Standard Statistics Bureau, New York
CARTONS	Southern Label and Box Company, Birmingham, Ala.
COLOR LABELS	Taylor-Atkins Paper Co., Burnside, Conn.
FORM LETTERS	Howe Addressing Co., Philadelphia Pa.
TWO COLOR TICKETS	Weldon, William & Lick, Fort Smith, Ark.
PROCESS COLOR WORK	A. L. Freeman Printing Co., Passaic, N. J.
NUMBERED AND PERFORATED MANIFOLD WORK	Kah-Patterson Co.
IMPRINTING	Chattanooga Medicine Co., Chattanooga
PRINTING AND PERFORATING GUMMED STOCK	Mirror Printing Co., Albion
ADVERTISING NOVELTIES	Art Novelty Co., Strathroy, Ontario
HALFTONE BOOKLETS	Linn & Sons, Columbus, Ohio
GENERAL COMMERCIAL WORK	in Hundreds of Plants in United States

We tell you what we told you two years ago,—you must have an AUTOPRESS. The sooner you put an AUTOPRESS in YOUR plant, the sooner will you be able to handle more business and make bigger profits on that business.



This is one of the many reasons for *the Million Dollars' worth of Autopress Users* gained in the short period of the Company's existence. Let us show you—Terms easy.

THE AUTOPRESS COMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St.
ATLANTA, GA., Rhodes Bldg.
LONDON, ENG., 85 Fleet St.
SAN FRANCISCO, Phelan Bldg.
BOSTON, 176 Federal St.
TORONTO, CAN., Carlaw Ave.

The Autopress Organization



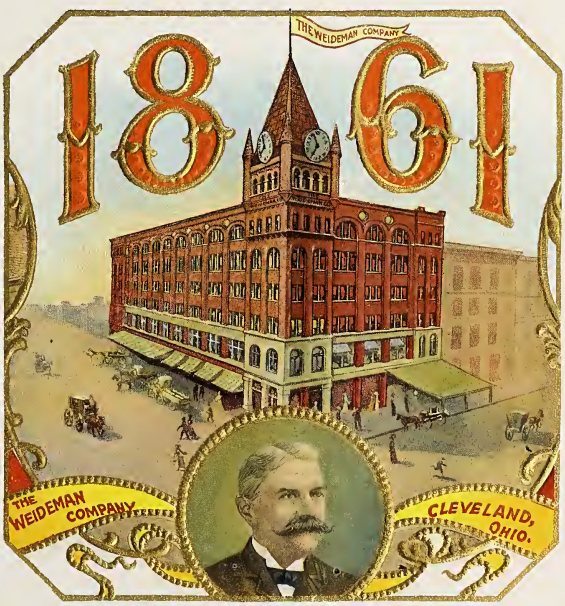
1. President

2. 2nd Vice-Pres.
3. 1st Vice-Pres.
4. Treasurer
5. Secretary
6. Asst. 1st Vice-Pres.
7. Southern Sales Mgr.
8. Chicago Sales Mgr.
9. Mgr. Inst. Dept.
10. Western Sales Mgr.
11. Auditor
12. Boston Sales Mgr.
13. Chief Credit Dept.
14. Chief Acc't'g Dept.
15. Chief Expmtl. Dept.
16. Chief Tool & Jig Dept.
17. Chief Mech. Eng'r.
18. Asst. Mech. Eng'r.
19. Master Mechanic
20. Chief Engineer.
21. Chief Clerk
22. Chief Plan'g Dept.
23. Asst. Mech. Eng'r.
24. F'man Tool Dept.
25. Chief Stock Room
26. F'man Pattern Shop
27. Chief Carpenter
28. Chief Engineer.
29. F'man Mill'g Dept.
30. F'man Drill Dept.
31. Chief Purch'g Dept.
32. F'man Lathe Dept.
33. Chief Inspector
34. Chief Draftsman
35. Chief Cost Clerk
36. Chief Press Tester
37. F'man Erect'g Dept.



This was NOT lithographed;

It was PRINTED on THE AUTOPRESS



PRINTED ON

THE AUTOPRESS

IN EIGHT COLORS

AND GOLD!

3,800 impressions per hour, in the plant of

Madison Square Press

Incorporated

29 EAST 31st STREET

NEW YORK

Color Plates and Embossing Dies

MADE BY

Photo Chromotype Engraving Co.

ARTISTS

Engravers Die Makers

920 RACE STREET

PHILADELPHIA, PA.

The "1861" Cigars are manufactured by W. K. Gresh & Sons, Norristown, Pa., where they produce all their labels on the Autopress.



Type D Motor

PRINTERS USING

SPRAGUE ELECTRIC MOTORS

Are operating at MAXIMUM EFFICIENCY WITH MINIMUM EXPENSE. We can show you

How we have reduced the power bills of shops from 15% to 40%. We know the proper motor and controller and just how to apply them to every machine in the Graphic Arts Trade.

Write to-day for Bulletin No. 2374, on Motor Equipments for Printing Machinery.

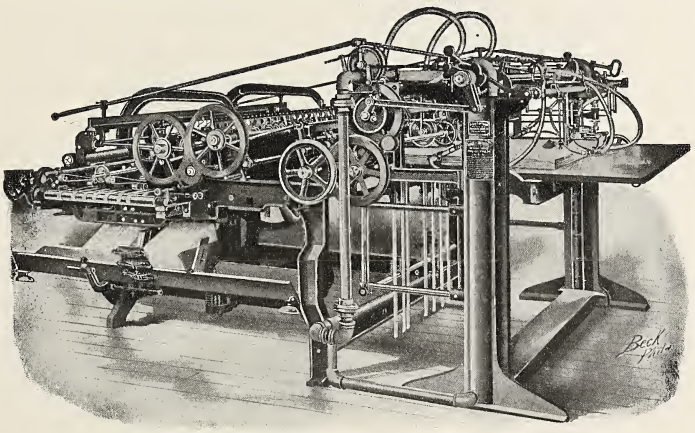
SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York, N. Y.

BRANCH OFFICES IN PRINCIPAL CITIES

THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

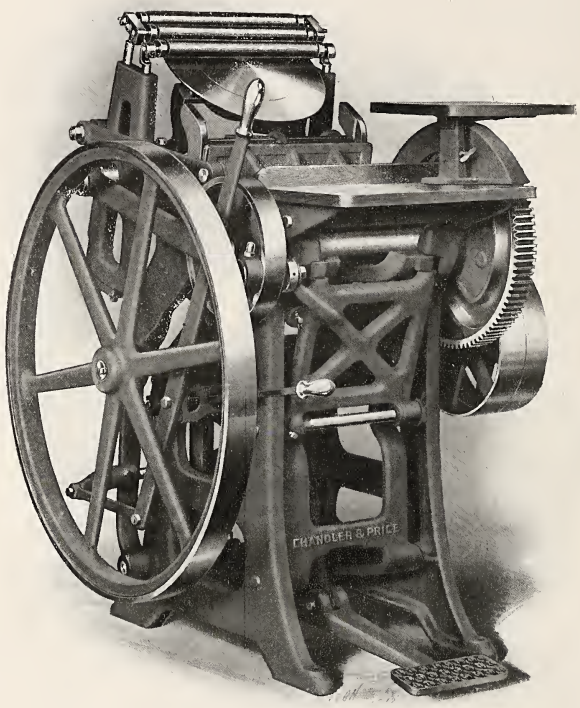
All desirable modern appliances. **Accurate, reliable work guaranteed.**

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.



OVER 50,000 PRESSES AND PAPER CUTTERS have been built and sold during twenty-six years of manufacturing.

The keen judgment of the printers of the world has made possible such a remarkable showing.

Real merit, of course, has justified the printers in such universal use of Chandler & Price products.

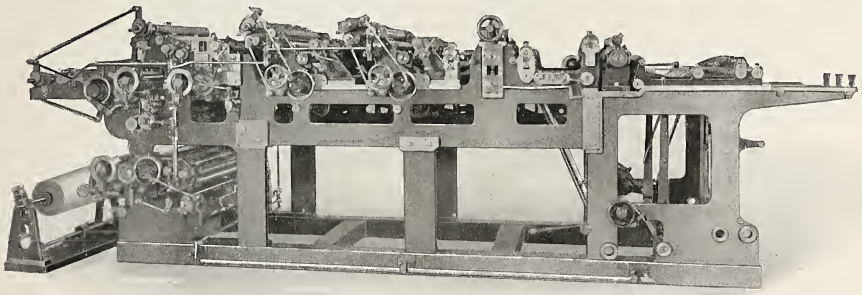
Our aim and purpose is to continue to build the most practical, simple and best machinery, thus warranting a continuation of the printers' confidence. For sale by dealers.

THE CHANDLER & PRICE CO. - Cleveland

Toronto Type Foundry Co., Canadian Agts. exclusive of British Columbia

WHY?

CAN WE SHOW ANOTHER **SPECIAL ROTARY PRESS** TO YOU EVERY MONTH? BECAUSE, WITH OUR REPUTATION, WE ARE BUILDING THEM EVERY MONTH. JUST GIVE US THE OPPORTUNITY TO BUILD YOURS, AND YOU WILL COME BACK, TOO.



Main Office & Works
Dover, N. H.

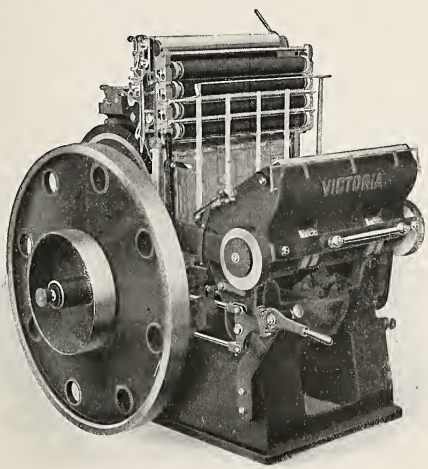
KIDDER PRESS COMPANY

New York Office
261 Broadway

GIBBS-BROWER CO., Agents

Canada: The J. L. Morrison Co., Toronto Great Britain: John Haddon & Co., London South America: Wassermann & Co., Buenos Aires
Norway, Sweden and Finland, Aktiebolaget Axel Christiernsson, Stockholm

THE VICTORIA PRESS



Special Model V. Size 16 x 21⅝ inches.

In construction, material, workmanship and improvements the Victoria Press represents such *unquestionable value* that I feel it unnecessary to go into explanations, and would rather have the "Press" speak for itself.

Superior in Every Detail, While the Price Easily Meets All Competition

Your investigation solicited

VICTORIA PRESS MFG. COMPANY

38 Park Row, New York

FRANK NOSSEL, *Representative*

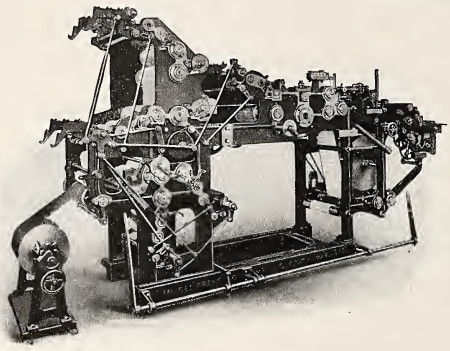
LARGE FINISHED PRODUCTS IN ONE OPERATION

Save Labor—Floor Space—Power

AUTOMATIC FEED **AUTOMATIC DELIVERY**

Prints 2 colors each side.
Numbers top side.
5 colors in all.
Perforates both ways.
Punches.
Slits and Rewinds
or
Delivers in flat sheets.

Write us as to your requirements



Floor space 5 x 16 feet.
Power 3 to 5 H.-P.
Output per day
½ million transfers
or
3 million strip tickets
or
60,000 wrappers up to 12 x 20 inches.

We have patterns for a great variety of Automatic Printing Presses.

If possible, send samples showing principal sizes, colors and grade of printing, so that we can submit suggestions as to suitable size and style press and quote prices.

MEISEL PRESS MFG. CO., 944 to 948 Dorchester Ave., BOSTON, MASS.

Manufacturers Salesbook Presses—Ticket Presses—Rotary Presses for Roll and Sheet Products



Cowan All-Metal Elevating Trucks

DON'T increase your floor space—**that is expensive!** Reduce the number of space-wasting trucks on your floor—**that is economy!** One COWAN TRUCK will serve one hundred loading platforms, and will save about half the available storage area.

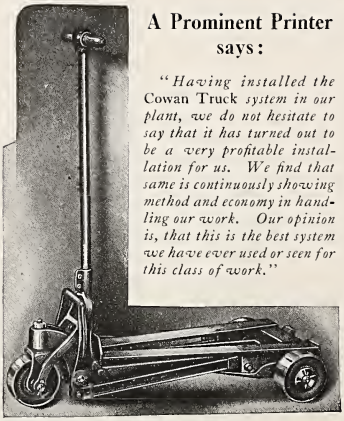
THE COWAN TRUCK is all-metal construction and supplied with roller bearings. In operation, the COWAN TRUCK is pushed beneath a platform, and the load automatically elevated and locked in place by depressing the handle. Raising the handle releases the load. The low-hung truck frame brings the center of gravity so close to the ground that loads of great height can be safely transported.

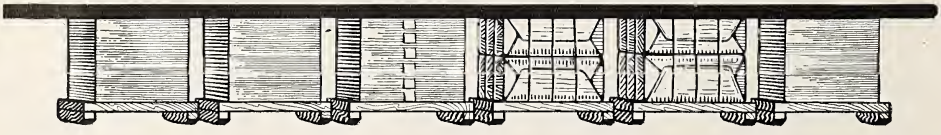
WRITE FOR ILLUSTRATED CATALOG "B" AND PRICE-LIST.
RELIABLE AGENCIES DESIRED

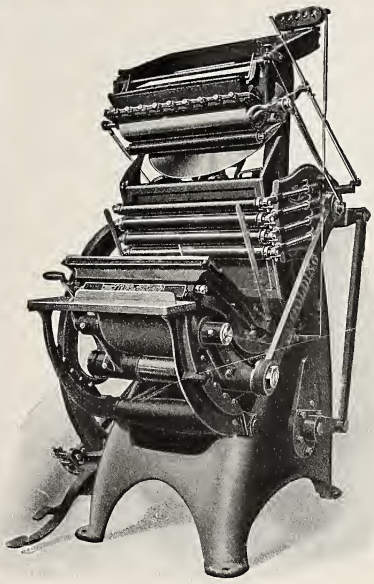
COWAN TRUCK CO., Holyoke, Mass.

A Prominent Printer says:

"Having installed the Cowan Truck *system in our plant, we do not hesitate to say that it has turned out to be a very profitable installation for us. We find that same is continuously showing method and economy in handling our work. Our opinion is, that this is the best system we have ever used or seen for this class of work."*







Energy, Time, Money, Material

¶ These are being wasted by many printers in trying to produce creditable printing on antique machinery.

¶ Are you one of the many? We recommend the

GOLDING JOBBER

¶ As a saver of time, energy, money, material, no other job press compares with it.

¶ It gives a surer profit on all grades of work by giving a greater margin to go on.

¶ It gives the greatest number of productive minutes out of each hour—by eliminating the wasted minutes.

¶ It is, then, the cheapest press to employ.

¶ We want you to investigate the Golding Jobber.

¶ Send for our booklet, "*Manufacturing Efficiency*," and get posted.

GOLDING MFG. CO.

FRANKLIN, MASS.

ABSOLUTE STANDARD

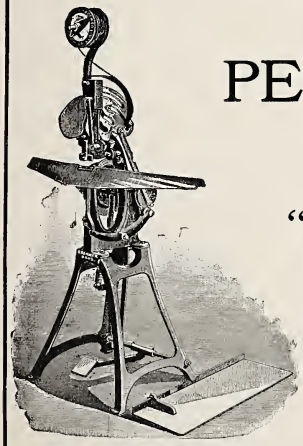
of

PERFECTION

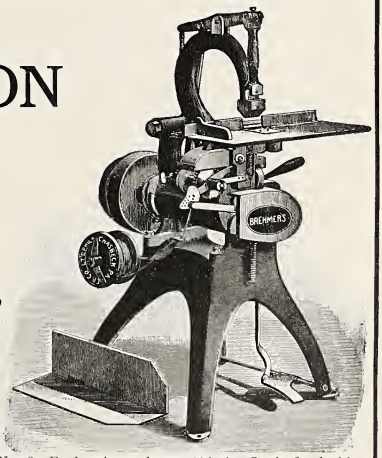
—

"*Brehmer Stitchers*"

—



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¼-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

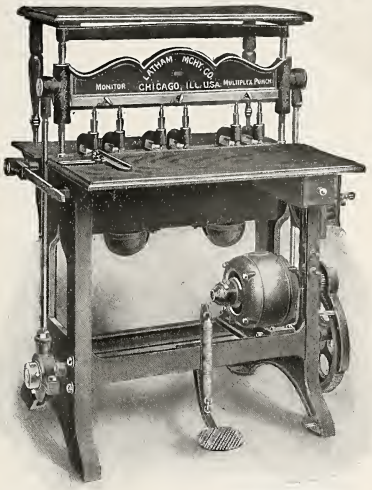
COES is Always Best!

79 Of These Machines Used in New York City Alone—This Size and Style

Here's what one man said about another make:
"By the time I had spent $120 for Punches, my machine, which cost $100, was worn out," and it is the experience of many. Buy a *Monitor* — it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits—Write us for Estimates



Monitor Power Multiplex Punch

LATHAM MACHINERY COMPANY

NEW YORK
124 White Street

CHICAGO
306-312 Canal Street

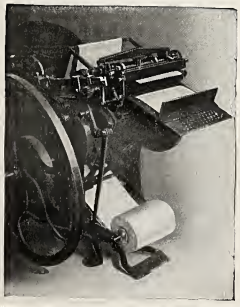
BOSTON
130 Pearl Street

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish. ¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

Denny, Hilborn & Rosenbach

Geo. Russell Reed Co., Agents for Pacific Coast. PHILADELPHIA



Bresnan's Automatic Feeder

Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

De Boise Bresnan Co. **23 Park Row, New York**



Represents an achievement in paper making, combining with its firmness of texture that soft, velvety surface and evenness of coating found only in the highest priced stock.

Sample sheets of VELVO-ENAMEL or dummies made to specifications will be gladly furnished on request.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Company (Inc.)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

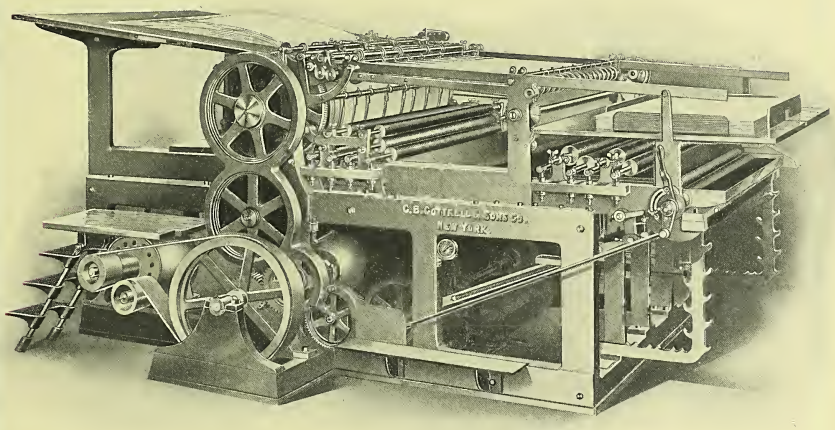
Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

THE COTTRELL

Will deliver a larger net product than any other Two-Revolution Press working under same conditions, and this is the Manufacturers' Guarantee



PRINTERS and publishers should not confuse advertised mechanical speeds as advertised by press builders with the actual performance of such presses on actual work. The Cottrell press with the Cottrell labor-saving adjustments for a quick and lasting make-ready gives it an advantage which no other press can equal, and as its mechanical speed is far in advance of the speed possibilities of high grade work as established by contributary conditions in the shop and of the particular work in hand, the manufacturers are safe in guaranteeing that Cottrell Presses will turn out more and higher grade work than any other press now on the market.

These points and many others are all carefully explained and justified in a booklet we have recently issued on the "New Series Cottrell." We will be glad of the opportunity to send a copy to printers and publishers who are contemplating addition in their pressroom equipment.

KEYSTONE TYPE FOUNDRY, SELLING AGENTS

Philadelphia *New York* *Chicago* *Detroit* *Atlanta* *San Francisco*

C. B. COTTRELL & SONS CO., MANUFACTURERS

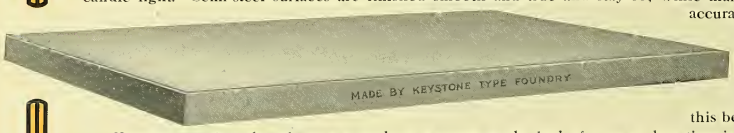
Works: Westerly, R. I. *25 Madison Square, North, New York* *343 So. Dearborn Street, Chicago*

Set in Keystone's Empire Gothic with Ayer Series. Printed on a No. 5 Cottrell

Keystone Semi-Steel Imposing Surfaces

DURABLE, ACCURATE, SATISFACTORY

They grow better with age, never wear out and will be more valuable after ten years' service than when they were first installed. Keystone semi-steel surfaces are as much superior to marble surfaces as electric light is to candle light. Semi-steel surfaces are finished smooth and true and stay so, while marble surfaces are seldom accurate and are liable to be scratched and marred by the first form imposed. Marble surfaces in almost any composing room will show this better than it can be told.

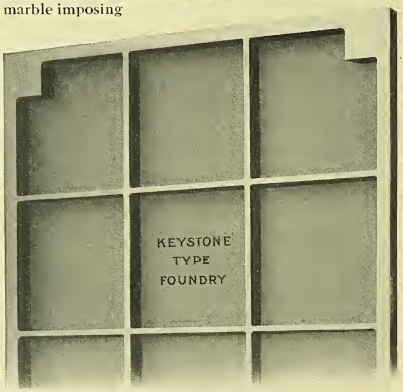


Keystone semi-steel surfaces are made as accurate as the bed of a press; less time is required in locking up and no expense is incurred, as on marble, by type, rules, etc., catching in any soft or uneven portions. It has been said that as much type and rules have been spoiled on marble imposing surfaces as by actual use on the press. For these reasons, and because they are always a permanent investment, up-to-date printers everywhere are using Keystone semi-steel imposing surfaces and through their use are saving money every day.

Keystone semi-steel surfaces are made 1¾ inches in thickness and double ribbed on bottom with a ½ inch rabbet on the four sides of the tops to support the end of galleys in sliding matter on or off the surface. This rabbet may be omitted if desired.

As no coffin is necessary, there are nearly 400 more square inches in a semi-steel surface than in the corresponding size in marble. For example:—A frame built for a marble slab 36 x 60 inches would take a semi-steel surface 39¼ x 63¼ inches, a difference of 3¼ inches each way, and still occupy no more floor space.

Keystone semi-steel imposing surfaces can be furnished any size from 12 inches square up to 84 x 264 inches in one casting, at the regular price of three cents per square inch. The table below gives the sizes of semi-steel surfaces compared with marble, using standard size frames.



Bottom view showing crossed-ribbed construction

STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY	STANDARD SIZE MARBLE TOPS INCHES	STANDARD SIZE SEMI-STEEL TOPS INCHES	LIST PRICE FOR SEMI-STEEL TOPS ONLY
24 x 36	27¼ x 39¼	$32 10	26 x 76	29¼ x 79¼	$69 57	30 x 90	33¼ x 93¼	$93 03
26 x 44	29¼ x 47¼	41 46	36 x 60	39¼ x 63¼	74 49	48 x 72	51¼ x 75¼	115 71
28 x 50	31¼ x 53¼	49 92	28 x 80	31¼ x 83¼	78 06	40 x 80	43¼ x 83¼	108 03
36 x 48	39¼ x 51¼	60 36	48 x 60	51¼ x 63¼	97 26	48 x 96	51¼ x 99¼	152 61
32 x 60	35¼ x 63¼	66 90						

Coffins are Not Required or Supplied with Semi-Steel Tops

Keystone Type Foundry

Makers of Type, Material and Steel Equipment for Printing Plants

Philadelphia :: New York :: Chicago :: Detroit :: Atlanta :: San Francisco

Set in Keystone's Caslon Bold Extended and Caslon Lightface, with 12 Point Panel Border No. 7

BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature

OUR big September advertisements seem to have filled a long-felt want in the printing business. We've been busy all month sending "proofs" to interested printers and printing buyers. Yours are ready to go forward when you ask for them.

You doubtless *know* BUCKEYE COVERS already. Probably you recognize them as the best covers you can buy at anywhere near the price. You can not fully realize their "economical effectiveness," however, until you've seen the Buckeye "Traveling Demonstration."

The best proof that you can "give more and get more" by using BUCKEYE COVERS, is the fact that hundreds of other printers are already doing it. The Buckeye "Traveling Demonstration" shows you how. You ought to have it on your desk.

BUCKEYE COVERS are *popular* because they are *profitable*. They are the biggest sellers, because the biggest values ever offered by a paper-mill. The printers who use them most are the printers who make the most money. Why not join the order?

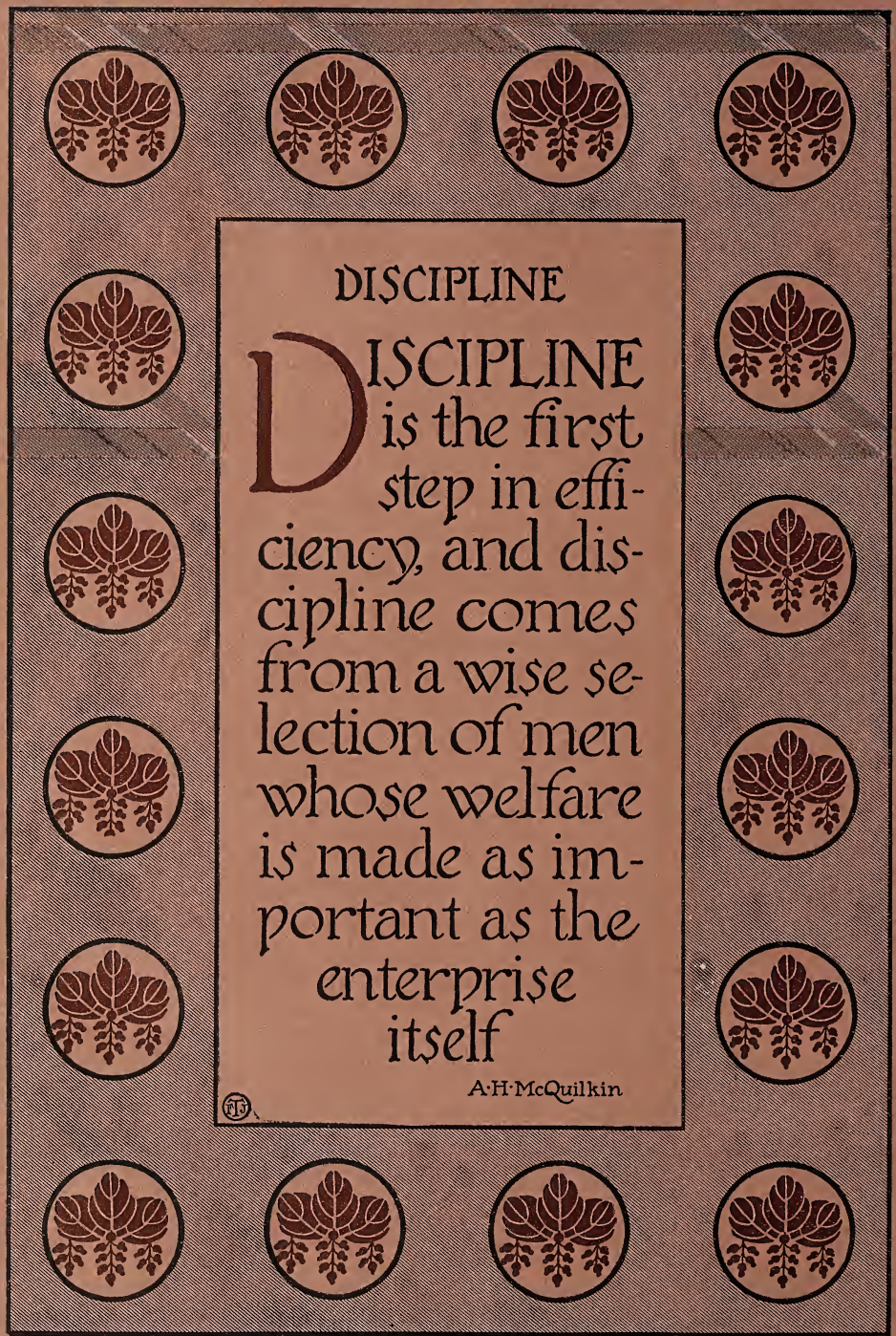
BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, including double thick. Sample Book No. 1 shows single thick weights in 16 colors. Sample Book No. 2 shows Double Thick and Ripple Finish in 11 colors. Either book, or both, with or without the "Traveling Demonstration," will be sent free to any printer or printing buyer on request. Use business letter-head, and address Department B.

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in Hamilton, Ohio, since 1848

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CLEVELAND	The Union Paper & Twine Co. The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DAYTON, OHIO	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
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ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
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SPOKANE	American Type Founders Co.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England



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Vol. 50 OCTOBER, 1912 No. 1

The Half Interest

By JOSEPH J. FLOWERS

DURING the course of my wanderings as a journeyman printer I landed one day in a little town down on the coast. It was a county-seat town, and so supported one newspaper. One Mr. Dayes, an easy-going fellow who worked only when there was no escape, owned the newspaper.

I liked the old town and remained there for several months. It was a beautiful old place — historic, respectable and dead. I considered that the town and the editor were suited for each other. He was a friendly man, however, and during my stay we became quite chummy. He had a pretty good outfit for a country shop. One thing, in particular, attracted my attention from the first. This was a mailer—a machine for stamping addresses on the papers. This mailer was quite different from any I had seen before; it was a good machine — fast, easy, convenient.

I was much taken with the mailer and asked many questions about it. At first my employer seemed reluctant to answer my inquiries, but one day Mr. Dayes, becoming unusually confidential, told me the following curious story about the machine:

"This mailer is my own invention. I figured it out and a mechanic named Warns constructed it. Warns is not here now — gone back to his old home in the North. He left me the mailer, which is the only one in existence, as a reminder of my experience with him. And it was an experience long to be remembered by me.

"Warns and I worked for several months on the mailer. When

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

it was finished and patented, we thought we had a pretty good thing. We figured that every newspaper office in the country would want one. When we put it on the market, however, things did not look so bright. The manufacturing concerns to whom we offered to sell the patent did not seem to be in any hurry to take up our offer. I soon became discouraged.

"About this time I discovered something about my partner which set me to thinking. It was this: When we wrote to different manufacturers regarding our proposition, we signed our letters 'Dayes & Warns.' The replies were, of course, so addressed. Now, Warns went to the postoffice and instructed that all mail addressed to Dayes & Warns was to be put in his individual box. By this means he thought that if an offer was made for our patent he could turn it to his own advantage. I did not know of this for several weeks. It was only through a remark dropped by the postmaster that I became enlightened. This revelation caused me to become suspicious, and I determined to test my partner to see if he was treating me fair. I did — this way:

"I had a friend who was employed in a manufacturing concern in a distant city. I wrote him, laying the facts before him and asking his aid. He replied at once that he was at my service. So I wrote a letter to Warns, asking about the mailer and intimating that it could be sold. This letter I sent to my city friend, asking him to copy it off on the firm's stationery, mail to 'Dayes & Warns,' and then send the reply to me.

"You see, I knew that if Warns was honest he would show this letter of inquiry to me, and that would end the matter.

"When Warns received the letter he was much elated, but said nothing to me. He answered it immediately, describing the mailing machine in glowing terms and offering to sell the patent. This reply was forwarded by my city friend to me.

"Well, several letters passed between Warns and my friend. I was kept posted and directed the correspondence. I concluded that since Warns was trying to swindle me I would give him the opportunity. I wrote a letter to him offering to buy the patent at a price of ten thousand dollars. When this letter was forwarded to Warns he swallowed the bait, line and all.

"You will see, now, how I was working the thing. It could not have been done except for the fact that Warns was dishonest. When he received an offer of ten thousand dollars he at once began to cast

around to secure my half interest at a low price. He wanted to gobble the whole pile.

"He came in one day, and after standing around for a time, said:

" 'Say, Dayes, about that mailer. I don't think we will be able to sell the patent, and so I have decided, if you will sell me your interest, to manufacture these machines right here at home. What will you take for your half?'

" 'Haven't you had an offer from any one yet?' I asked.

" 'Not a single one,' lied Warns.

" 'Well, I am not in any hurry to sell,' I said. 'However, if you want to manufacture them in your shop here, I will sell. What will you give?'

"He offered three hundred dollars. I asked a thousand. We 'dickered' for several days and finally agreed on six hundred. That looked good to Warns, as he thought he would make a profit of forty-four hundred on my half. He was anxious to close the trade. He engaged a lawyer and had a contract drawn up. He had his lawyer make it strong, for he was afraid I would try to break it after I had found out about the manufacturer's offer. There, again, you see, his dishonesty was working for me.

"I had never before got tangled up in a deal like this one. I had never swindled a man. I did not want to do so now. So, before signing the contract, I called Warns aside.

" 'Look here,' I said to him; 'haven't you had an offer from some firm?'

" 'I swear to you I haven't,' my partner replied. 'I am buying the patent for my own use.'

" 'If you are going to manufacture the machines here, I will sign the contract,' I said. 'Otherwise not!' You see I was giving him every chance to be honest.

"He declared that he would make the machines right here in his own shop, so I signed the contract and he paid over the money."

There was a long pause. Mr. Dayes was sticking type. I was lost in admiration.

"But," I asked, "how about the ten thousand dollars? Did Warns get it? What did he say?"

"Oh, no," replied Mr. Dayes. "You see when Warns wrote them that he was ready to close the deal, they replied that, after considering the matter further, they had decided not to buy. So Warns still has his patent, and that mailer over there is the first and last."

A Printer's Trip Abroad

No. II.—By C. S. PETERSON, Peterson Linotype Company, Chicago

TWO days more saw us in Algiers—a two-faced city, French for the most part, with a rather feeble imitation of Paris boulevards and life; and on the other hand an Arab town, dirty beyond compare—a town free from microbes, because no microbe would live in it. An Arab will thrive where a self-respecting bacillus would refuse to take lodgment. An exceedingly busy town is Algiers, with some handsome buildings in Moorish style, the postoffice and the governor's Winter Palace, as well as the cathedral—Notre Dame d'Afrique—being striking instances.

Two more days brought us to the end of our journey—to Naples—crowded, picturesque, jolly Naples, as full of joyous, vibrating life as ever it could have been in Roman or Greek times. In fact, the eternal youth of this land is one of the marvels of it. Starvation is seldom more than a week away from the working class; the war in Tripoli is drawing tens of thousands to disease and death; half of them can not even read or write, and the government, through taxation, or the Camorra in tribute, will probably get away with the major part of anything a man might be able to amass. But the Neapolitan is just as happy. Walk along the Via Roma or the Chiaja in the afternoon or evening, or sit in the Galleria Umberto or the Cafe Gambrinus, and say if you have ever seen people that appeared to be getting more pleasure out of life. Poor and oppressed they may be, but it certainly does not seem to distress them.

Business in Italy is good, as far as we could see. The lower classes, who suffer most by it, are strongly against the war, as it means higher taxation and many thousands of their friends and relatives drafted off to Africa; but the better classes, who as a rule are very patriotic, seem to favor it. This is merely the impression gathered from conversing with people in different stations of life, but it seemed to be general. In Naples we had to go ashore on lighters, as the only available space was occupied by a great troopship, the Lazio, of some 15,000 tons, just leaving for Tripoli. We noted with much interest some huge cases on deck, labeled "Monoplanes." There was a good deal of cheering on the dock as the great vessel pulled out; but in the waiting-room on the dock lay a woman in a dead faint as we passed out. She was a poor peasant widow, explained a man

in the crowd around her, and her only son had just been drafted to Tripoli.

It isn't the easiest thing to get away from the dock in Naples. Your—and hundreds of other people's—baggage is piled in a great mound on the pier, and the four hundred owners, with twice that many gesticulating and yelling Neapolitan porters, guides, etc., are climbing over and around the mound identifying their respective belongings. We finally found ours and got them into the custom-house, where, to do them justice, the employees were both quick and civil, and examination was merely a matter of form. Tourists, and particularly Americans, coming into Italy are treated very leniently in the customs, apparently no objection being raised to anything except tobacco. This is a government monopoly, and they are quite particular about it. As the writer does not smoke, however, he was quite willing to leave the Italian Government in undisputed possession of its tobacco monopoly.

The first thing after leaving the customs is to get rid of a "guide" who has attached himself to the party and sticks with a persistence worthy of a better and more profitable cause. After that we pile into a taxi — for, wonder of wonders, Naples has taximeters now, and the picturesque pirates that used to haul us around for whatever they could get have to abide by the decision of the little dial. It takes away a whole lot of the excitement for both fare and cabby, but it is certainly more peaceful. The price is low; 19 cents in real money will take you a long distance, enabling you to see half of the town and to get acquainted with a large colony of fleas which has preempted the cab and resents your intrusion. This is a perpetual trouble with the Neapolitan cabs. By the time you have gotten on reasonably friendly terms with the nimble inhabitants of one cab, your ride is over, and in a few minutes you are in another vehicle and up against a strange and eminently hostile crowd of jumpers.

One of the first things that strike the attention as you leave the wharf is the huge "New Castle," whose enormous towers dominate the lower town. It is not so startlingly new, being somewhere around 700 years old; but that is reasonably modern for Italy. In 1200-and-something, when they were laying the foundations of the New Castle, twenty-two centuries had already elapsed since a colony of Greeks settled in the bay and founded Neapolis, the New Town. So you see the New Castle is quite the latest thing in the line of castles here.

There is a huge building on the hill back of the city, the Castello St. Elmo, with the monastery of San Martino hanging on to it. It is the most prominent thing in Naples, and stands out wherever you go. Below on the hill is Bertolini's Palace Hotel, from the terrace of which one has a wonderful view of the city and the bay, with the mountains of Sorrento to the south, Capri floating lazily in the bay, and the twin cones of Vesuvius dominating the whole. Afternoon tea there on a sunny day is something to remember, both for the wonderful view and for the equally marvelous bill that will be presented to you afterward. For in Naples prices rise with the altitude. With one exception the water-front hotels are rather moderate; but the higher one gets up the hill the higher is the price. This is what made me so fond of the water.

It sets one wondering what the town really lives on. There are no factories to speak of, and no great industries; yet here is an apparently busy city of well on to a million people. It is the headquarters and main distributing point for all Southern Italy, however, and the wholesale and retail business of the city is very large. There are some very good and very complete department stores here. There are a number of printing-offices, too; but, so far as I could find, none with a building erected specially for its use. They are all old dwelling-houses or public buildings of some sort adapted to printing-office uses. The volume of printing does not, of course, come anywhere near what a city of the same size in the United States would require. It must be remembered that a very large part of the population is illiterate, hence can not well be expected to support the art preservative. Of the remainder, a large number are too poor to buy either books or papers. It is probable that the printing output of Naples does not exceed one-fourth of that of Boston, a city approximately of the same size.

As to prices, the difference is not so great. While wages are roughly from one-third to one-fourth the rate in Chicago, there are many other causes that render the product costly. Taxation is very high, for one thing. The output is small, for another. The average output of a linotype machine is little more than half that in Chicago. The price and upkeep of the machine being about the same as here, it follows that composition becomes expensive. Then few offices are equipped with up-to-date tools, and I believe, too, that in the matter of organization there is much to be desired. Result: the finished product becomes almost as costly as in Chicago.

From the workman's point of view, conditions are far from ideal. While matters are infinitely better than during the reign of the Bourbon kings, when starvation was a common thing and thousands died literally from lack of food, there is still a vast difference between the standard of living of even the best-paid workmen of Naples and those of Chicago. Housing conditions are not good, the matter of sanitation being particularly behindhand. Food is dear, meat being practically out of reach of the working class, and even fish rather high. Bread runs about four cents a pound, against our five; but it is a good deal easier to obtain five cents in Chicago than four in Naples. Vegetables, such as beans and lettuce, are fortunately cheap, and much used. Wine, a staple article and substitute for both coffee and milk, is very cheap, and in most cases, fairly good. Clothing is rather high, not as costly as in the United States, but fully fifty per cent higher than in England. Taking it all in all, the average wage of a printer in Naples may be taken, I think, at about $7 a week, and this $7 has about the purchasing value, averaging the necessities of life, of $12 in Chicago.

It will readily be seen that this does not permit of luxurious living. One often hears it said that people can live more cheaply in Europe. That is quite true, but it is done by going without things. Some noted writer said once that the same amount of comfort costs about the same the world over, and after having tried a good many places I am inclined to agree with him. If the workingman in Chicago were willing to live as does the average workingman in Naples he could get along on about the same sum.

This is not intended as a criticism of either government or people in Italy. The government is capable, efficient and honest, and has done wonders in a short time. But the effects of centuries of misgovernment can not be eradicated in a few years. Give Italy another twenty-five years, and I believe it will be one of the most contented, most prosperous nations on earth. The Camorra, a survival of the evil days when public justice did not exist and men banded together to secure for themselves the "square deal" that the government could not and would not give, will disappear along with the causes that gave it birth, and with general education and knowledge of the laws of sanitation will come a cleaner and healthier generation. The many likable and admirable qualities of the Italians will have a chance to develop, and this wonderful race in its wonderful country may once more astonish the world.

Pull Proofs That Pull Trade

By EVERETT R. ROEDER

IN this day of sharp competition not a single detail can be overlooked. Business to-day is turning largely on service. The storekeeper has found that more than good merchandise is needed for success. He looks to the appearance of his clerks; store arrangement receives careful attention; goods are shown under as nearly ideal conditions as possible, and even the package and wrapping comes in for its share of thought.

And the printer, like every other business man, must look sharply to details if he wants to keep ahead of his bread and butter. But the appearance of proofs is more than a detail. It is an essential part of a printing service. The average casual user of printing doesn't know about press-proofs, make-ready and the like. All he does know is that often his proofs come to him smuttily printed on exceptionally flimsy paper—which does not tend to increase his respect for the trade. If, on the other hand, the printer can create the impression that he is a very careful workman, he has obtained a hold that is going to stand him in good stead as to future business.

Right now I can hear the printer reading this stand up and shout, "Holy smoke!—a press-proof on every job without extra cost! Where in thunder am I to make any profit?" There is a big gap between the proofs some printers furnish and a press-proof. It is not absolutely necessary to have the proof-paper so thin that the reader has to cultivate the delicate touch of a miniature painter in order not to tear it. Nor is it often necessary to send proofs out wet so that first shot out of the box Mr. Man gets his hands covered with printers' ink. Another little thing that is big, too—have the boundaries neatly ruled in ink or pencil so that it readily can be seen just about how the finished job will look.

To get a nice, clean proof on at least decent paper makes a man feel sort of good. It makes him feel that the printer is really giving the kind of thought and care to the work that produces a good job of printing. To a man not familiar with the printer's ways, the appearance of the proof means everything. But even the man who buys printing by the ton appreciates a good, clean proof. For that kind of a proof is very apt to be the forerunner of a better piece of finished work. And remember that the average man is not

especially fond of reading proof. Above all things, don't let a proof go out full of apparent errors — misspelled words, battered type, etc. The man getting the proof has other things demanding his attention. He starts over the proof and here and there finds an "e" for an "i," a "u" where there ought to be a "w," and letters missing or upside down. If he isn't cussing the printer by that time it is because he is largely lacking in human nature. His dependency upon the printer is gone; he feels he must overcome the printer's carelessness by several careful readings of the proof. And next time, if he has a particular job, he is apt to look around for some other printer—for one who realizes that the letters of the alphabet have a definite use and who can pull a proof that a man can read without fear of smudging his immortal soul with printers' ink.

It is up to the printer. Is he going to make his proofs a means of tying business to him so tightly that a few dollars lower on a job won't get it away from him, or is he going to make them a greased chute that will send the next job right into the other fellow's shop?

News Sources on the Country Paper

By ALBERT G. BRENTON

NUMEROUS times country-newspaper writers have complained that their work is deadening.

Contact week after week with recurring items of news, constant association with the same people, and isolation from the large centers of population where big news breaks, would all seem to make the statement justifiable. But need it be more routine or monotonous than that of the metropolitan writer?

The city newspaper man's field is limited to one beat — not by editorial edict, for anything he can pick up is welcomed — but by necessity, as he can not successfully cover more than one beat, and he is held responsible for his own. Suppose he does get a "sensation" every day. Big news is just as monotonous as small news without the spice of variety. Either warps a man and tires him out in time.

Varying only in division, the important news sources in city and country are very much the same, or could be, with this exception: the metropolitan reporter is limited to one class of activities (police,

markets, courts, politics, etc.), while the country writer has the entire local field and may assimilate from other fields to his capacity for localizing and making general news his own.

True, he may work at a disadvantage for lack of organization and cultivation of his field, but that is his own fault. Necessity has forced metropolitan papers to systematize their newsgathering, and inertia prompted the country publisher to neglect his.

Roughly catalogued, news may be divided into six great classes.

1. Social.
2. Financial.
3. Criminal and Legal.
4. Educational.
5. Political.
6. Miscellaneous.

For the average newspaper in a town of 5,000 or less here is a list of regular, accessible sources of news, which, though inadequate by reason of the impossibility of distinct separation, may yet be suggestive. Any of these items could be subdivided into numberless others, and still a story would pop up from one of them that should have come from another; such is the complexity of newsgathering:

1. Social—
 - Churches, lodges, organizations, charity.
 - Pastors, for weddings, "socials" and personal news.
 - Trades people. (The milliner is always in touch with the activities of the women.)
 - Trains and transportation lines, for personal mention.
2. Financial—
 - Banks.
 - County clerk, for property transfers.
 - Produce houses, for market news.
 - The miller, for crop reports, live-stock sales, etc.
3. Criminal and Legal—
 - Courts and officers of the law; lawyers, for stories back of legal documents.
4. Educational—
 - School superintendent, teachers, township and county school officials.
5. Political (local)—
 - Town and county officials, past and present; state officials and postmaster.
6. Miscellaneous—
 - Exchanges.
 - Undertakers, deaths.
 - Railroad and railway agents, for wrecks, accidents, changes of schedule or service, etc.
 - Physicians, for sickness, accidents, births, deaths.
 - Coroner, for deaths and crimes.
 - Obituaries (becoming unpopular).
 - Sports. (Everybody likes the home team.)
 - Country telephone exchange operators. (A few boxes of chocolate creams will turn the trick.)
 - Regular correspondents.

Various other methods may be employed by the ingenious rural writer to drive dull care away. James Whitcomb Riley is accredited with foisting the following dispatch on an Indiana weekly in his callow days:

"One Timothy Hay was caught between the blades of a mowing machine in Round Hill, near Greenworth, and was crushed to death"!

Many small items that are customarily buried in a maze of business locals, personals, etc., could be expanded into quarter-column or half-column space-fillers if they were investigated in detail. The following were clipped from various country papers of the middle West to show the possibilities of developing and expanding the news:

> Uncle Fie Stevens, an old resident, died at his home May 3d. He was 86 years of age. The funeral was held from the home Monday, and burial took place in Hobart cemetery.

One might be excused for supposing that in some degree Uncle Fie had failed to merit the respect of his community—judging from the very brief account of his demise. But notice that he was 86 years of age. Is there not something in that fact to inspire more than a five-line item? Perhaps members of his family could have told many interesting things that Uncle Fie had observed in his lifetime.

> All the druggists of Britt have now surrendered their permits, in preference to standing action to losing them otherwise.

To say the least, this item in its present form is not greatly enlightening. Presumably the permits were granted to enable the druggists to sell cigarettes or liquor. The reader might naturally wonder what action is alluded to, and how or why it is possible to force them to give up their permits. Since druggists are usually respectable citizens, would it not be interesting to hear the views of one or two of them upon this proposition, especially since it may affect their business?

> Every town should arrange to sprinkle the main dirt streets in the dusty season.

We agree with this Kansas editor. But suppose he had told us that A. Blank, whose grocery store is on a corner and gets the dust from two streets, says it is impossible to keep dirt out of his bulk goods unless the streets are sprinkled to lay the dust; and that the

White Front bakery can not make sanitary pies and cakes with so much dust in the air. Suppose, too, that the editor said in his paper he would be willing to contribute 25 cents weekly toward the expense of sprinkling the streets. In a short time the problem would be solved.

An Iowa editor decries the scarcity of news, ending his complaint thusly:

> When the above conditions prevail, it is uphill work to get out a newspaper. In order to do away with the sameness that is prevailing in local happenings the editor would be much obliged for any exciting item of news that might be handed to him, anything from getting stung by a honey-bee to the chronicling of a pink tea.

That should bring him many lively items from his subscribers, but in an adjoining column this squib comes to notice:

> A special meeting of the stockholders of the local telephone company will be held June 1st for the purpose of amending the constitution.

Indeed? What is the matter with the old one? What changes are to be made? And why? Is there to be a new form of organization? Will the present rates be affected? Will the franchise be affected? And by the way, what are the terms of the franchise? It might be convenient to have a copy handy.

> Rev. Heileman has gone to New York, to sail Saturday for London, where he will close the estate of a brother who recently died.

If Rev. Heileman happened to live in any but a community of foreign settlers he would some time prove a good subject for a special story. Perhaps he could draw some comparisons between the institutions of this country and those of his native land to add a bit of variety to the contents of the paper.

> The closing meeting of the Woman's Study Club for the year was held Tuesday afternoon. The paper, "Caves and Their Formations," was given by Mrs. C. F. Davison, and a description of the Danner cave, recently discovered, with samples of the stalactites found therein, were included in the presentation. The table talk was given by Mrs. J. W. Ott, an interesting one on "Cartoons."

To this could have been added: "In part Mrs. Ott said:" Surely there must have been some pretty good stuff in Mrs. Ott's talk on "Cartoons"; also in the paper by Mrs. Davison. And since the meeting closed the sessions for a year, a review of the Study Club's accomplishments would not have been out of place.

> Mrs. William Poor, living on the McLouth farm, had the misfortune to break her ankle bone while attempting to alight from a buggy, Monday.

She was attended by a physician, of course—and does he say the break will mend in due time, or will Mrs. Poor's age add to the possibility of her being crippled for the remainder of her life?

> Ed. Geisen has let the contract for a house on Court street to cost about $5,000. Hoffman Brothers and William Parry were the lucky bidders.

The women folk will say: "I wonder if they're going to build a bungalow, or if they will have a big veranda all around the front; and are they going to decorate the walls with paper or calcimine?"

> The Purdue wheat special lecture train will be in this city Saturday morning from 9:15 to 10:15 o'cloek. The farmers seem to be interested in this matter of instruction in wheat culture, and it is expected that a large number of them will be present at the lecture.

Here is a chance for a column story on the value of scientific farming. Did any farmer in the community receive benefits from the wheat lecture last year? Did some farmer increase his production ten per cent on his acreage? Every farm reader would be interested in that.

> A Great Western paint gang has been working in this locality this week.

Being painters, these men must have plied their trade. On a guess we should say the Great Western station was painted and redecorated, and that by this evidence the officials intend to defer building a new station for the town until a year or so later.

Verily, ye country editor should not complain. "Life is just one thing after another."

Pressbuilders and Pressmen

By FRANK McLEAN

WHILE it is true that many of the most successful printing-presses are the inventions of practical pressmen, the working out of the inventors' ideas has devolved upon the highly specialized mechanician. The foundation ideas which characterize each special make of press are nearly always in a process of evolution. The great institutions which the pressbuilders have developed do not rest content with their achievements, but maintain a small army of designers presided over by a superintendent who passes judgment on all suggestions. Theories that seem plausible are worked out tentatively, and if out of a vast series of investigations and more or less expensive experiments an improvement stands the test, it necessarily bears the load of all the failures.

The pressman visiting a press-building plant sees presses in various stages of their developement, and, passing from interest to interest, comes out with a very high regard for the magnitude of the works. But what should weigh most upon him are facts that he seldom notices: the scrupulous care in adjustments, the delicate accuracy of the heavy fittings and the rhythmical coordination of all the working parts.

One of the greatest troubles in the pressroom comes from the changing of adjustments in the hope of remedying some difficulty that is due to technic solely.

The pressbuilders select from their most efficient workers a corps of men who give their time entirely to the work of installing and erecting presses. They become singularly proficient, necessarily. Their work done, it is very rarely that it is not done right. The preponderance of evidence is all in the pressbuilder's favor when the buyer of the press makes complaint that his pressman says the press is out of adjustment and otherwise defective. The pressman may be quite sincere and think the press is defective or out of adjustment, because he has put it out of adjustment in trying to make it remedy defective packing or sliding rollers or some other phase of the pressman's trade that adjustments can not remedy.

On such occasions the press erector is telegraphed for. He sometimes has to travel two or three hundred miles to find that the pressman's error has caused an unnecessary expense. The pressbuilders

investigate these cases carefully, and if by any chance they are at fault, willingly bear the expense; but in most cases the printer has to pay for the snap judgment that the pressbuilders must be wrong.

These few arguments are not presented with any idea of bepraising the pressbuilder or bespattering the pressman. They are just a few words of caution for the benefit of many good pressmen who sometimes allow themselves to become rattled, and act and speak before they think enough. For it must be obvious that the pressman who has placed himself in a position where he is compelled to take a complete turndown before his employer will be a long time in getting his confidence again.

Interest

By A. H. M.

ONE of the disappointments that nearly every one has experienced, who has built up a manufacturing business from small beginnings, is that which has come from the miscalculation that a large manufacturing plant is profitable in the same ratio as a small plant. Our acquaintance with physical laws being general, we know that we can project power to a limited extent only. Piping for steam-power can be extended a moderate distance; shafting has its extension modified by friction; and while electric power may be carried a great distance, its potentiality steadily diminishes as it recedes from the place of origin.

Applying, therefore, this physical analogy to a psychical proposition, it is apparent that the farther removed the various processes of manufacturing are from the first interest the greater the decline in energy and production.

These considerations can be justly weighed and measured by an objective mind. How to influence each individual worker so that his interest will be stimulated, better methods adopted, and greater efficiency obtained is part of the problem of "scientific management." The average worker shies at scientific management. He objects to being "managed" at all, and places all the hindrances he can — and they are many — in the way of the "expert." The methods of the expert under such conditions resemble the methods of Mr. Pickwick's cab-driver in managing his horse: "He always falls down, when he's took out of the cab, ... but when he's in it, we bears him up werry tight, and takes him in werry short, so as he can't werry well fall down, and we've got a pair o' precious large wheels on; so ven he does move they run after him, and he must go on—he can't help it."

The profit-making power of the small shop under the intensive management of the proprietor is due to the interest of the proprietor. Can this interest be awakened in the foremen and superintendents who come in as department chiefs as the business expands? Can the unit of efficiency in the small shop be made as potential in the large shop?



TO HAVE THE RIGHT THING IN THE RIGHT PLACE AT THE RIGHT TIME MAKES WEALTH
THE PRINTING PRESS LOCATES THE TIME AND THE PLACE
Photographs by R. R. Sallows, Goderich, Canada

EDITORIAL

New Volume of The Inland Printer.

The present issue of THE INLAND PRINTER begins its fiftieth volume. The first issue appeared in October, 1883. The publication met the needs of printers, and its circulation steadily increased. The volume of 1892 contained over eleven hundred pages — and the rate of increase indicated that it would be necessary to make two volumes a year.

In 1893 THE INLAND PRINTER issued two volumes for the year, and has continued to do so since that time. The volumes for 1912 contain, exclusive of the many handsome pictorial and commercial inserts, 2,026 pages.

When it is considered that THE INLAND PRINTER is encyclopedic in character, and that it is an archive of an industry at the head of all industries in importance to the world of progress, it can not be denied that it has justified its claim to be the "Leading Trade Journal of the World in the Printing Art."

WHY should conventions be held during vacation-time? Are we not urging that the expense attached to attendance at these meetings be charged up to the cost of printing? If we are to do this, then is it not manifestly unfair to hold our conventions in the hot months, when the efficiency of delegates is impaired and much of their time is wasted in sightseeing? The principle of charging the expense to cost is right, but it would seem that the application of efficiency methods to the holding of conventions would not be inconsistent with the cost-finding movement.

PRINTERS' conventions and congresses have reached high-water mark in number and attendance this year. The next twelvemonth probably will see fewer meetings, but the work of secretaries and other officers will be increased and cooperative effort extended. That a change in methods of conducting commercial printing businesses must be made is now generally accepted wherever printing is done. How to put these desires in practical operation will be shown by the men who are in the field — experts who have proved their ability by the results they have obtained. This is the great work that the employing printers' organizations are doing. Let the printer take hold — the great organization is behind him to counsel and direct him to prosperity.

PRESIDENT KIMBARK, of the Chicago Association of Commerce, speaking at the recent banquet of the United Typothetæ of America, declared that printers had turned men's faces toward the sun. Now that we have accomplished this, let us face the sun ourselves — turn toward the East — the East of aspiration — and march with those whom we have directed toward progress, prosperity and happiness.

THE much-talked-of one organization of employing printers is making some progress — more perhaps than is apparent on the surface. The commission which has been appointed to investigate and report on the measures that may seem most desirable to further the movement will no doubt throw light on many obscure places. The desire to have one organization is in the minds of printers, and this unconscious assimilation will bring about what we are all seeking — the whole force of printerdom concentrated into an effort to make the printing trade as profitable as any business it makes profitable.

HENRY L. BULLEN, the noted American printer, in a recent address, said some things about the employment of printers' devils that should help materially to awaken the trade to the need of action on this all-important question of apprenticeship. Mr. Bullen stated that —

> Thousands of incompetent journeymen are on our payrolls, put there by thousands of master printers. Thousands of lads to-day in printing-plants are on the way to recruit this ever-increasing army of incompetents. Do not blame them. Pity them! These unfortunate lads are employed at low wages until length of years gives them the right to ask for a man's pay. Then the careless master printer who hired the lad shoves the incompetent man into the street. In self-defense the unions have to accept him. The poor fellow enters on a career of intermittent employment. No steady job for him! The trade is a curse to him, and he is a curse to the trade. Do not blame him!

THAT the incompetents thus thrown upon the market are a burden on the trade, affecting the welfare of both journeymen and employers, is a fact that has not been taken as seriously as it should be. Too many owners of printing-offices take it for granted that it is a natural condition, and that they have had nothing to do with bringing it about. In some cases the unions are blamed, with the result that this burden of incompetency helps to create unfriendly relations between the organizations and employers. It is quite natural that the owner of a plant should feel that he is being robbed when compelled to pay three or four dollars a day to a journeyman who is not to be depended upon even in the most ordinary work. Touching this point Mr. Bullen declared:

It is ridiculously unprofitable to pay a compositor $20 a week, or more, who can not write grammatically, who can not spell correctly, and who — worse still — has not brains enough to analyze his copy as a preliminary to displaying it, but it was more ridiculous to bring such a man into the trade.

IT is characteristic of Mr. Bullen not to denounce a condition without offering a remedy. And the remedy he offers is to be applied at the root of the evil. To rid ourselves of the incompetent, we must begin with the *selection* of boys for future printers. There is no other way. Mr. Bullen rightfully urges that —

The printing trade requires far more intelligence than any merely mechanical trade. Printing is a semiliterary occupation. You can not make a good printer out of a lad who is not capable of lucidly expressing his own ideas.

As printers our chief labors consist in transmitting ideas. Our work very largely consists in appeals to the minds of men and women. You can not eat, drink or wear printing, or use it to protect you from the elements. Things of the body are as necessary to the ignorant as to the educated, but the market of printing is necessarily with the educated.

With this standard of competency in view, your lads must be fairly grounded in reading, 'riting and 'rithmetic. Take nothing for granted in these qualifications.

Proficiency in the three R's does not, however, prove intelligence. No lad should enter the printing business who has not ideas of his own, and the capacity to express them in writing.

Ask the lad to sit down alone, where he will have every chance to preserve himself from stage fright, and there write out an application for employment, and a brief statement of what he hopes to accomplish by entering the printing trade. Do not hurry him. Let him write his piece two or three times over if he has sand enough to want to do so — that sort of persistency should count strongly in his favor.

Woodrow Wilson on Increased Postal Rates.

A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions. They obtain their circulation by their direct appeal to the popular thought. Their circulation attracts advertisers. Their advertisements enable them to pay their writers and to enlarge their enterprise and influence.

This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion — its most deliberate formation and expression — just at a time when opinion is concerning itself most actively and effectively with the deepest problems of our politics and our social life. To make such a change, whatever its intentions in the minds of those who proposed it, would be to attack and embarrass the free processes of opinion.— *Woodrow Wilson, vide "Postal Raiders and Riders."*

The foregoing was written some time ago. Though events have given the paragraphs a partisan political significance, we do not print them for that reason. They are reproduced because they emanate from a student who has some claims to the appellation of statesman, and because they are a terse and convincing statement of the case as to the value of second-class mail.

America's World-influence on Typography.

The fourth international conference for the discussion of the relation of arts to crafts at Dresden last August developed that the American printing trade is away up in front in that particular function. There were exhibits more brilliant than the American — the dazzling art of Italy and Bohemia, for instance — but nothing compared with our display of how the canons of art are being applied by typographic craftsmen of America. The display consisted of work done by students and graduates of the International Typographical Union's Course of Instruction in Printing, which was supplemented by a stereopticon lecture by F. J. Trezise, of the staff of THE INLAND PRINTER. After the lecture, an Australian paid tribute to this effort by saying that it had exerted a wonderful influence on typographical instruction in his country.

Teaching art is necessary for the proper development of man, but our material and artistic growth will be developed much more at this state of industrial development by the application of art to craftsmanship. In that way the artistic sense of the many is quickened, and the diffusion of art knowledge aided immensely by making the artisan or mechanic an originator rather than a reproducer.

The course of instruction which made its Old-World bow at Dresden gives practical instruction such as the compositor handles in his every-day work.

Neither system nor lessons were developed in a day or a twelvemonth. They were the fruition of years of effort on the part of THE INLAND PRINTER and its good friends. Fortuitously, when we had discovered the proper educational methods and

were considering means of dissemination, the International Typographical Union by resolution expressed a desire for some system of trade education that would be supplementary to the work done in the office. The union decided to cooperate by giving such financial assistance as would permit of the course being sold at a low rate — considerably below actual cost.

We are pleased that this combination of trade-union money and technical-paper erudition should add to the laurels of American printers in the world of art-and-craft experts; but better pleased yet to know that every day the mail tells us of how the American compositor himself has been benefited by directing his latent powers and artistry into the avenues that lead to his highest development as craftsman and wage-earner.

The Typothetae's Twenty-sixth Convention.

While the Typothetæ convention this year was the banner gathering in the history of the organization, it was devoid of any feature of transcendent interest to the printing public. The organization has had a steady growth during the year, and is in good shape financially. There were those who had hope that the one-organization aspiration would reach fruition. Individually and collectively that seemed to be the general desire, but for some mysterious reason no one was very hopeful of seeing a consummation of the general desire. The appointment of the committee to confer with the Ben Franklin Club people was unanimously approved, but the act did not arouse any enthusiastic expressions of hope. It is the general impression that the "Old Guard" members of the Typothetæ are opposed to any further compromise with non-members. They are proud of their organization and its achievements, and this pride finds expression in loyalty to the name. It is our hope that the desired end will not be postponed by prejudice, either within or without the Typothetæ.

The twenty-fifth anniversary marked a change in one respect from Typothetæ policies of recent years: western men were selected for the principal official positions. Heretofore the East has had such a monopoly of officeholding that the Typothetæ was looked on as an eastern organization. The change is the outcome of the continent-wide organization campaign that has been under way for the past few years, and will add to the tactical advantage enjoyed by the Typothetæ. The meeting demonstrated in a remarkable way the spirit of good fellowship that pervades the craft, for from first to last good fellowship reigned among intense pros and antis, for much of which let the Chicago Typothetæ and its exceptionally capable convention committees be praised.

Lead-poisoning.

The increasing interest now being taken in printing-office sanitation is inciting considerable investigation on the subject of lead-poisoning. Before the introduction of typecasting machines cases of lead-poisoning in the printing trade were considered due to careless personal habits. To what degree the fumes of metal are responsible for producing lead-poisoning it is impossible to state, as there has been no systematic attempt made to collect authentic data.

The occupation of painting is credited with having a strong tendency toward lead-poisoning. On this subject the *Pratt and Lambert Magazine* offers some information and suggestions which, though intended for painters, may be considered and acted upon with profit by printers.

The editor of this magazine says that, if used with ordinary care, lead is harmless. Long and continued carelessness is necessary to make it poisonous to the human system. It must be absorbed steadily for a good length of time before it is harmful. German chemists claim that one-sixth of a grain each day is sufficient to bring on the most violent forms of poisoning. Only when the dust from dry paint is allowed to enter your stomach in connection with food or tobacco, or is breathed through the nostrils, does lead accomplish its deadly work.

The symptoms of lead-poisoning are loss of appetite, foul breath, indigestion, headache, and constipation; then usually an acute attack of colic. A man may recover from these symptoms. If he does not return to work he probably will have no ill effects. If he returns to work the chances are he will continue being careless and eventually become a victim of chronic lead-poisoning.

The effect of lead-poisoning on the nervous system is most destructive. Paralysis is the most common result. This occurs in the muscles most used. Gradually it becomes general throughout the whole system. The primary and most common forms are "the wrist drop" and weakness in the shoulders. Often the nerves of the eye are affected, frequently resulting in blindness, either temporary or permanent. Epileptic attacks, insanity or fatal convulsions also occur.

Ventilation and cleanliness will prevent lead-poisoning. The greatest danger lies in taking lead into the system through the mouth. Keep yourself immaculately clean when you eat. Avoid lead-smeared hands and overalls. Keep clean both your body and your overalls. Wash your hands and face and change your clothing before eating. Never partake of food nor tobacco with lead-smeared hands, and, by all means, keep on friendly terms with your nail-brush.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

CASTING A TABLE — MR. HENRY EXPLAINS.

To the Editor: HADDON HEIGHTS, N. J., Sept. 7, 1912.

I see by the September issue that my criticism of Mr. Facey's article in the June number has brought forth a flood of protest.

At the time that criticism was written I was very strongly impressed with the fact that he was writing for that very large army of compositors who are *totally* deficient in the fundamental principles of table-setting. It seemed to me that his presentation of the subject would appear to the uninitiated as a maze of intricate calculation, and would tend to befog rather than clarify the subject. I had no intention whatever of saying that his method of casting a table was not the correct one, but I did feel that the subject of table-casting should have been approached along entirely different lines. It looked like using high-school methods where primary-school ones were needed.

As we are well aware, no student of mathematics can solve problems in algebra or trigonometry until he has mastered the fundamental principles of arithmetic, and, for the same reason, I felt that before a compositor could feel reasonably certain of his ground on a calculated table he should go through the same preliminary training with graphic methods of table-casting.

Such training is usually acquired through the hundred and one simple tables that come to the average printing-office, and are stepping-stones to the more intricate railroad tariffs.

It is evident that Messrs. Baley, Smith and Facey are all employed in offices making a specialty of tabular work, where the work is doubtless nearly all monotype, and where the rule cases are overflowing with point-set rules. There are thousands of offices throughout the land not so favorably situated, and where tabular work is the exception and not the rule. Such offices usually use labor-saving rule right out of the case, and tables are cast accordingly. The graphic method is the one usually employed. It is the men employed in such offices that were conjured up in my mind by his use of the word "uninitiated," and it was the feeling that Mr. Facey was not lucidly presenting his subject, and that the graphic method was the proper *preliminary* step to intricate table-casting, that led me to comment adversely on his article. It seemed to me that he was plunging too boldly into deep water to expect the uninitiated to follow him. Our diverging views were doubtless due to different conceptions of the word "uninitiated," he assuming some knowledge of the subject on the part of the compositor, I assuming none.

Since rereading his article, however, the matter looms up in an entirely different light. I feel now that I have done Mr. Facey an injustice, and I wish to commend what I previously condemned, for I am now fully convinced that any intelligent compositor should be able to follow the course outlined.

Regarding the bulging of the table, I accept his explanation of its cause. I think he will admit, however, that had the table been hand-set with dirty type, and the calculated cast been followed literally, that the body would have been too wide for the head.

To Mr. Smith I would say that in casting the table in question for hand-setting with dirty type, I would have made the stub column an en narrower than an absolute cast. This would allow space to go and come on for a perfect lock-up.

I wish to commend Mr. Smith for his suggestion regarding the setting of inserts before starting the table and then lifting them into proper places. That's another good wrinkle to facilitate work. FRANK S. HENRY.

THE APPRENTICE — A SUGGESTION.

To the Editor: CHICAGO, Aug. 10, 1912.

It has been highly pleasing to me to note again how largely the apprentice is looming in the craft eye. At the Cleveland convention of the Ben Franklin Club of America the capable H. L. Bullen contributed one of the most interesting features, in his paper on "The Boy." At the Chicago Typothetæ meeting the always entertaining and instructive H. P. Porter added to his reputation as an essayist when he read "The Father of the Man." These gentlemen are indeed fitted to show the way to better days for apprentices. Both have spent their time liberally in helping young men in the trade. They are men of judgment, of courage and conviction, and what they say should be accepted as true unless it be controverted. If Mr. Porter or Mr. Bullen says some things on this subject which run counter to our prejudices or preconceived notions, we should investigate anew and see if what we took to be hallowed truth is not a hollow mockery. These gentlemen are most assuredly telling us certain things that are at outs with conventional thought on the subject of apprentices. Mr. Bullen upbraided employers for their share in contributing to the making of incompetents. Mr. Porter says that a census of Typothetæ offices showed that a few years ago the number of apprentices was fewer than union limitations permitted. There were messengers, cub kids and devils galore, but they were not apprentices as either he or the union understood the term. Perhaps in this group of boys may be found the origin of the incompetent workmen of whom Messrs. Bullen and Porter complain.

President Lynch had something to say about this in his recent address to the members of the International Typographical Union. If he has not made such a hobby of looking after the interests of the boy as the gentlemen mentioned here, it must be said of Mr. Lynch that no other

union official has striven or accomplished more for apprentices than he. In his opinion the so-called errand boys get a smattering of the trade in going from office to office, and eventually are found in ranks of journeymen — so inefficient as to be a tax on proprietors and an injustice to other employees. Mr. Lynch maintains that unions are mistaken if they think that the "errand-boy classification" is a service whereby boys can be prevented from becoming competitors. "The employment of errand boys is simply dodging apprenticeship responsibilities," says Mr. Lynch. In his opinion "the proper thing to do is to abolish the errand-boy classification and permit the employment of a sufficient number of apprentices to do the work that ordinarily falls to the apprentice's lot."

Here we have the welfare of apprentices discussed at meetings of three great organizations, and in each the note is encouraging. It was the apprentice and not the special interests of the respective group that was uppermost. Messrs. Bullen and Porter said employers were at fault, while Mr. Lynch says union policy is a mistake.

We have reached the stage where the leaders are thinking about the apprentice in terms that make him the first and last consideration, allowing the consequences to take care of themselves.

This is the right spirit — the spirit of constructive statesmanship — and a conference of the three gentlemen mentioned herein would doubtless result in a code that would lead to action that would put the trade square with Bullen's "Boy" and Porter's "Father of the Man." I offer this as a suggestion, and trust that it will not be taken lightly. A Friend of the Devil.

AGAIN "THE COUNTRY NEWSPAPER."

To the Editor: Seattle, Wash., Aug. 12, 1912.

Anent the article on "The Country Newspaper" in the August Inland Printer, I wish to offer item one a criticism slightly adverse, and item two loud applause.

The most noticeable thing in Mr. Brenton's said writing is that he clearly knows how to run a country newspaper. The only criticizable feature of the article is the seeming indorsement of the activity by which yellow journalism has brought down upon its head the most scathing denunciation of the discerning. I say seeming indorsement, for if Mr. Brenton had used words enough to convey his own belief to the full, it is likely that he would have depicted the clarity of conviction which he has hinted at.

The sentences in question run thus: "One of the things yellow journalism did was to bring personality into the news — not the writer's, nor the editor's, but that of the average man. Perhaps you choose 'human interest' as a better term. Whatever you wish to call it, it would have been a commendable feature had it not been carried too far."

Now, it would be doing violence to the likeness of synonyms to say that "personality in the news" is the same as human interest in the story. Practically all the great newspapers of this country became renowned through the injected personality of their editors. Also, the Greeleys, the Danas, the Godkins and the McCulloughs had achieved their niches in history ere human interest in the story hove fully in sight.

In the face of all the popular puny piffle and "skimble-skamble stuff" to the contrary, personality is still the most important, most influential thing in journalism to-day. Like many a lesser light, the name of Marse Henry, whose javelins of genius-forged phrase go scintillating through the land, does not appear on any page of his great paper, but, like those lesser lights, some of whose work soars but little lower than the Wattersonian, Marse Henry's personality still prevails and is the main thing that makes the Louisville *Courier-Journal* of wide fame.

Mr. Brenton well says that personality, or "human interest," in the news columns may be carried too far. Thereby hangs the exception wide enough for the marching through of a Lawrenceville mob. It has been carried too far. It has been carried to the anarchistic extreme of upholding mob rule in the columns of a daily newspaper in a metropolitan city — not in a metropolitan daily. When a newspaper claiming a circulation of more than sixty thousand — or any circulation for that matter — says, "If Judge Blank had enough friends of the right sort, young Gunner (the murderer of the judge) would never get a chance to be tried," then it is high time that a sovereign people were enforcing a legal definition of the constitutionally guaranteed "liberty of the press." Such "personality" in the news must receive a more drastic correction than a mere frowning-down attitude of the people.

Now for the loud applause so deserved by Mr. Brenton's article. The five features he advises for the country newspaper are all superlatively good — necessary to a modern newspaper of any valid pretensions. It is putting a strained construction on professional ethics, whatever school be the accepted authority, to say that the name of a doctor or a lawyer should be omitted from a newspaper's report of a case engaging the labor of either of the professional men. Some of the big dailies are absurdly reticent in this respect.

Of still more importance is Mr. Brenton's third feature: "Catering to the village correspondent by heading the most important item in his contribution," featuring in a "let-the-headline-tell-the-story" caption something of importance in his report. Very noticeable is the failure of most country editors to do this.

Not to review the good August number of the Inland, let me turn back to Mr. Hobart's timely "Pertinent Query,' on page 676, for the reasons, if any practitioner of the exposed weakness can state them, why any newspaper should publish such thimble-rigged statements as "Mr. Small Change paid his subscription to the *Luminary* yesterday." I have an editor friend who placards such suppositious news on his first page; and he publishes in "the State where everybody writes literachoor," too. I have referred him to said page 676. S. Ross Parker.

PAPER YARNS.

The Textile and General Spinning Company has been formed in London, with a capital of £42,000 in preferred shares and £8,000 in deferred shares. The company has taken over P. Hellberg's patents for the manufacture of yarn and cloth from paper. All the deferred shares and £8,000 of the preferred shares will be used as payments for the patents, etc., which are transferred to the company. Deferred shares are such shares which get most of the net profit; it has not been stated in this case how the profit will be distributed. The formation of this company is interesting from several points of view, and it is hoped to become a lucrative proposition. However, such new patent industries have often not been successful.— *Paper Trade Journal.*

ENJOYABLE.

Miss Quizz — Have you ridden in Charley's new auto?

Mrs. Malaprop — Yes; it was lovely. There was some osculation, but it didn't bother me a bit.— *Brooklyn Life*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

ON September 10 the London *Times*, " The Thunderer," issued its forty-thousandth number.

THE great inflammability of celluloid caused a fire in a printing-office which resulted in the loss of seven lives. The material was being used on a job of post-cards.

A TABLET has been put up at Adpar, Newcastle-Emlyn, to commemorate the setting up of the first printing-press in Wales, which was done near Adpar in 1718, by one Isaac Carter.

JUDGING from the London Society of Compositors' out-of-work register, the state of trade during the summer was much better than in the summer of 1911, as five hundred fewer unemployed compositors appeared on the list this year than last year.

THE associated typefounders of England have decided upon another advance in the prices of type, because of higher metal prices, higher taxes and the new workmen's insurance law. The advance will be 2 pence (4 cents) per pound on letter and 1 penny (2 cents) on spaces and quads. The allowance for old type returned will also be advanced 1 penny.

IN criticizing the application of the factory-inspection regulations of Great Britain, the *Scottish Typographical Journal* cites from some of the examination papers given to applicants for inspectorship, as follows: " Compare the careers of Luther and Calvin," " Trace the influence of Spenser on subsequent poetry," " Estimate the work of the chief poets in the reign of Charles I., quoting occasionally," " Fishing as a pastime," etc. Those who turned in satisfactory papers upon such topics probably could be relied upon to inspect in such a manner as to find nothing wrong. Such examination papers remind one of the would-be letter-carrier for Uncle Sam, who was asked on his examination to " state the distance from Cairo to Calcutta," and who threw the paper back with the remark, " Darned if I want to carry the mail on that route."

OWING to the pernicious effects upon health incident to the work of bronzing, stringent regulations have been put in force in England with regard to the use of dry metallic powders in letterpress and lithographic printing and the coating of metallic sheets. Among the duties imposed on shop proprietors are the providing of an efficient exhaust draft or an appliance so constructed as to prevent as much as possible the escape of dust into the air of any occupied room, and that there shall be provided and maintained in a cleanly state and in good repair a lavatory under cover, with a sufficient supply of clean towels, renewed daily, and of soap and nail-brushes, for the use of all employed at bronzing. These must wash faces and hands before partaking of food or leaving the premises, and they are to wear overalls as prescribed. No employee will be permitted to introduce, keep, prepare or partake of any food or drink (other than milk or tea provided by the employer) in any part of the factory or workshop, or make use of tobacco.

GERMANY.

THE Hamburger Fremdenblatt has seventy-five double-magazine linotypes and fifteen monolines in its composing-room. Each machine is provided with an individual motor.

THE Württemberg Bible Society, which was founded in 1812, will celebrate its centenary with a Bible exposition, to be held in the Royal Library at Stuttgart, during the month of October.

IT is a rare occasion, indeed, when a man can celebrate the seventy-fifth anniversary of his entrance into the printing business. This honor fell recently to Herr Leonhard Burman, of Remschied.

A CEMENT concern at Geislingen-Steig, Württemberg, is advertising *Kunstholz* (art wood) for bases for electrotypes and etchings. It is a composition, and it is claimed for it that it can be sawed, planed and nailed, also that it is proof against heat and moisture.

THE printing-trade school at Stuttgart has just issued its report for its eighth year — 1911-12. The school year opened with one hundred and thirty apprentices, apportioned to two classes each in composition and presswork. The price of tuition is 12 marks ($2.85), of which the employer pays one-half.

THE supreme court of Germany has now decided that matter which may not appear in advertisements, because prohibited under the law against unfair competition, may likewise not appear on letter-heads. It had been supposed that, because these did not circulate generally, there was more freedom permitted for letter-heads.

THERE was a large increase the past year in the installation of composing machinery in Greater Berlin. A recent inquiry elicited that in 1911 there were put into use 525 new machines, as against 427 in the preceding year. These 525 machines comprise 295 linotypes, 140 typographs, 26 monolines, 61 monotype keyboards and 39 monotype casters.

A " Thesaurus Linguae Latinae " (Thesaurus of Latin) is under way of publication. So far four and one-half volumes (A to Dico) have been issued; seven and one-half are yet to come, of which the last is expected to appear in 1930. The Berlin Academy and the Göttingen Scientific Society are the sponsors of this gigantic undertaking, for which a special commission has been appointed.

PRIZES of 2,000, 1,000 and 500 marks are offered for the best designs for posters to advertise the great International Book and Graphic Arts Exposition which is to be held at Leipsic in 1914 and for which extensive preparations are now being made. Information regarding the poster contest and also the exposition itself may be had from the secretary, whose address is Dolzstrasse No. 1, Leipsic.

AN inventor at Posen has put on the market a portable collapsible darkroom for amateur photographers, a contrivance which many have wished for. It is 6 feet high, covers a floor-space of 27 square inches, and is provided with door, ruby window and a shelf. Folded, it is but 3 inches thick. It costs less than $10. Something like it should appear in American photographers' supply houses.

BECAUSE of frequently occurring disputes arising from mistakes or alleged mistakes in the sums placed in pay-envelopes, a number of German manufacturers have adopted the idea of using transparent envelopes. The pay-recipients are to verify the correctness of the contents before opening them, and in case of error must hand back the envelope unopened. Naturally such a plan can be operated only where coin is used instead of paper as a medium of payment.

A GERMAN newspaper archive has been established at Berlin by an organization of publishers, editors, journalists, writers, parliamentarians, etc. Its object is to provide a central repository where newspapers may be filed for reference, and to publish periodically a systematic index and review of such of their contents as has more than ephemeral

value, it being recognized that a mass of matter appears in the periodical press which has especial and enduring interest as political, social, economic, scientific and historical information.

THE lithographic trade appears to be in a bad way at present in Germany. Many large establishments find negative balances up to $30,000 on their "profit and loss" ledger pages. The stocks of prominent concerns show a constant decline in value, and some smaller ones have gone out of business altogether. The causes of this untoward state of affairs are believed to be the high American tariff, the long strike of last fall, and the fact that many industrial concerns are putting in private lithographic plants. Perhaps the competition of photoengraving processes is also a large, if not the main, factor.

BECAUSE the publication of marriage and birth records in newspapers often resulted in married couples receiving the circulars of quacks who offer to sell advice and nostrums meant to prevent undesired visits from the stork, the authorities of Düsseldorf and Arnsberg have arranged to prevent the newspapers from publishing information gained from the official registers of marriages and births. This would seem to be a cowardly provision, as if married people could be protected from such inflictions only by their sneaking into cellar of obscurity. The marriage and birth, as well as death, notices are a feature in newspapers which many readers are interested in as pure news, and they should not be suppressed because of possible misuse.

THE inventor of Volapük (the first prominent world-language) — Prelate Martin Schleyer — died at Constance, August 16, aged eighty-one. Originally a priest, his weak physical constitution made him retire from active duty as such at a comparatively young age. He was a great student of languages, and is said to have gotten a thorough insight into twenty-five European, Asiatic and African tongues. In 1879 he issued his first literature about Volapük. This language was a wonderful structure, and had a large following at one time, but, while its grammar seemed very simple at first glance, it was complicated by the number of affixes and suffixes. About one-third of the root-words were taken from English, and one-fourth from Latin. Prelate Schleyer left a large collection of unpublished manuscripts.

A SUIT is pending in the courts against a Westphalian publisher, in which damages are asked for "corporeal injury by means of a newspaper article." It appears that the plaintiff became so excited and angry over an article which criticized his conduct as a city official, that this reacted upon his health and put him in such a condition that he could no longer attend to his work and had to be retired on a pension. He now wants to be paid 45,000 marks ($10,710) — this representing the difference between the salary he would have received in eighteen years and the pension he will receive in the same time. The case has been before several courts, and lawyers and judges are much at sea as to the justice of the demand. Should final judgment be given against the publisher it would make a precedent for a horde of prosecutions of a similar nature; even persons who were deleteriously affected by reading of the sudden death of some relative or loved one might take advantage of it. Editors would have to speculate over each news or other item as to whether it would be likely to injure any reader's physical or mental health.

AFRICA.

AT Abusir, in Egypt, according to a correspondent of the *Leipziger Tageblatt*, there was recently unearthed a papyrus which was found to be the remnant of an encyclopedia, dating back to Grecian antiquity. This find shows that the idea of an encyclopedia of general information had birth much earlier than was generally supposed, the earliest hitherto known work of this sort dating back to about A. D. 600.

THE most peculiar shape in which the Bible was ever produced is the edition in the Uganda language. It is 7½ centimeters (3 inches) wide by 7½ centimeters thick, and rather long (upon this dimension exact information is not at hand). It seems the greatest enemies of books in the central parts of Africa are the termites, which insects eat all paper that is not carefully protected. In these districts biscuits (crackers) are a favorite edible, especially a certain imported sort which is vended in square tin cans. The idea was chanced upon to use the emptied cans as receptacles in which to preserve books from destruction, and hence the Bible was shaped to fit them.

RUSSIA.

THE printers' union of Lodz, Polish Russia, has decided to purchase a piece of ground at Rabien upon which to erect a printers' home for invalid members.

AN interesting exposition of Russian printing, held at Moscow, which closed on September 13, displayed in sixteen rooms all books, brochures and periodicals that were printed in 1911. The books were shown in five classes — religion, science, literature, art and reference works — and totaled 32,360 examples. This output represents publications in fifty-three languages; seventy per cent of them, however, are in the Russian and twenty-five per cent in the Polish, after which follow in order of percentage those in the German, Hebrew, Lithuanian, Estnish, etc. Much was also printed in Oriental language, to which a special room was devoted. Especially interesting was the collection of Russian schoolbooks, in two thousand specimens, of which about nineteen million copies were printed.

ON October 27, 1904, during the siege of Port Arthur by the Japanese, an eleven-inch bomb fired by the enemy totally annihilated the office and employees of the *Nowij Krai (The New Land)*, a paper which was started shortly after the Russian occupation of Manchuria, being printed first at Dalny and then at Port Arthur. The bomb put an end to its publication, and its very existence might have been forgotten had not several subscribers saved their copies. A Russian bibliophilists' magazine states that 550 rubles ($283) were recently paid for a complete file, of which the last numbers, owing to the difficulty of procuring white paper, had been printed on wrapping-paper. Two other files, which lacked three or four numbers, are estimated as being worth 300 and 250 rubles ($155 and $129).

NORWAY.

ACCORDING to the statistics of the Norwegian Central Association of Printers (the employees' union), there are in 62 places in this country 336 printing concerns. In use are 55 composing machines, 486 cylinder and rotary presses and 550 platen presses. The union has 2,576 members, including 737 females. Of nonunion printers there are 574. The strongest local branch is at Christiania, which has 1,391 members; the next strongest is at Bergen, with 249 members.

JAPAN.

WHEN the late Mikado came to the throne not a single newspaper was published in Japan (according to the London *Daily Chronicle*), although broadsheets were issued and hawked about the streets when anything of interest occurred. Now, over sixteen hundred daily, weekly and

monthly publications appear in this country, thirty dailies being issued in Tokyo alone. The founder of the first Japanese newspaper — *Nisshin Shingisha* — was William Black, an English resident of Yokohama. His example was soon followed by an enterprising native, who started the *Shimbun Zasshi* at Tokyo, the funds for it being furnished mainly by the Empress, who has always taken a keen interest in the spread of education. One of the curiosities of contemporary journalism is the *Japan Times*, which is written in English by a staff composed exclusively of natives, and set up by native compositors.

ITALY.

THE complete set of Joseph Pennell's lithographs shown in the Senefelder Club's collection at the International Exposition at Venice has been bought by Baroness Angela Reinelt, and presented to the Venice Gallery of Modern Arts.

THERE are said to be 2,300 printing-offices in Italy. Rome alone has 120 graphic establishments. As a contrast it is remembered that in April, 1812, a hundred years ago, the Viceroy of Italy ordained that in the twenty-four departments of Italy there should be permitted but 150 printing-offices.

SWEDEN.

THE trade school for printers at Stockholm, which has hitherto been supported by private contributions, will for its coming term receive generous aid from the city's treasury.

THE editor, Nils Wessel, of the *Svensk Typograftidning*, the organ of the Swedish Typographical Union, was recently condemned to a month's imprisonment for publishing an article in which he advocated sabotage as a help in fighting labor's battles. This well-deserved punishment might have been even more severe.

CHINA.

THE revolution resulting in giving this country a president in place of an emperor gave occasion for the starting of a large number of new journals, of which there are twenty-four in Shanghai alone. On the other hand, the number of compositors has not increased in a similar ratio. They formerly earned about $12 a week, while now they get $24. (No doubt these figures are based on a silver currency, as they seem high.) The compositors have formed a union and, it is said, intend to strike for still higher wages, which they feel sure of getting, because of the lack of sufficient composing-room help.



"THREE STICKS FULL OF WELL-BALANCED SOLID MATTER."
Photograph by H. E. Saunders, Toronto, Canada.

FRANCE.

A LAW, passed by the Chamber of Deputies and now before the Senate, seeks to prevent the spoliation of landscapes by fixing a high tax upon signs and poster-boards along the railways. The rate is 50 francs ($9.70) per square meter per year for posters and signs under 6 meters long, 100 francs ($19.30) for those from 6 to 10 meters long, 200 francs for those from 10 to 20 meters long, and for still longer ones 400 francs per square meter. The traveling public in the United States would certainly favor a like prohibitory tax in their country. Most of such signs are not only unsightly, but violate the language in wording and spelling, and especially in their punctuation.



Four-color reproduction from nature. Plates and printing by the Zeese-Wilkinson Co., New York city.

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXIII.— BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Indenting — Spacing — Leading.

Now we come to one of the most important subjects in connection with composition — that is, indenting, spacing and leading of type-matter to produce the greatest legibility. First let us take up the question of indentions.

Indention means the setting in of a line or lines for the purpose of calling attention to changes in thought or subject, or for emphasis. To indicate such changes early printers used characters called paragraph-marks (¶ or ❡). Even now these characters are used for paragraphing purposes, but mainly for their decorative quality.

Ordinarily the first line of every paragraph is indented one em of the type-body used, but in wide measures the indention is increased. We may safely say that one em can

stand out in front of the reading matter, we are told.

The eye is attracted and irresistibly carried toward it even when trying to read the matter

FIG. 109.— Unsightly opening often seen in wide-leaded matter.

be used for all measures up to and including eighteen picas; one and a half ems from nineteen to twenty-four picas; two ems from twenty-five to thirty picas, etc. This applies to the use of ordinary body-type sizes and not to the sizes above twelve-point nor below eight-point. In these the small sizes will take more indention than is given herewith, and the large sizes will take less.

In leaded matter, especially where two or more leads are placed between lines, it is often desirable to allow more

to stand out in front of the reading matter, we are told.

The eye is attracted and irresistibly carried toward it even when trying to read the matter

FIG. 110.— Resetting of Fig. 109, showing overrunning of matter to cover indention.

indention than where the type is set solid or single leaded. In such cases the compositor often gets into difficulties, as shown in Fig. 109. The unsightly opening between lines should and can be avoided by overrunning or spacing back the last lines of paragraphs to cover the indentions — see Fig. 110. It should be an iron-clad rule that the word or words in a break-line well overlap the indention space of the paragraph line following.

When setting quoted matter some printers make it a rule to line up the first letters of each paragraph; that is, the quotation-marks are included in the indention, as in Fig. 111. One em, however, should be the minimum indention; the paragraph lines not quoted should be further indented if a line-up is desired. It is questionable whether

In talking over the matter with this man a short time ago, he said to the writer:

"Practically every large city is overequipped, and practically every small place has a chance for a man to buy in, and with one-half the energy he uses in

FIG. 111.— Showing one way of indenting quoted paragraphs.

this is good practice in straight matter, but in poetry the effect is undoubtedly to give a neater typographical appearance.

A style advocated by Theodore Low De Vinne is not to indent the first line of paragraphs that have enough white space above to make them distinctive as new subjects or paragraphs. This idea is illustrated in Fig. 112.

Another style of indention is the hanging indention. In this the first line of a group is set the full width of the

16 *The Coming Cost Congress* B.F.C.

New York city was chosen as the next meeting place and the date was set by the executive committee.

THE MACHINERY EXHIBITION

The printers' machinery and supplies exhibition will also be held at the Duncanson House. At this time twenty concerns have secured space for exhibits.

There is ample space for twenty more exhibitors.

ENTERTAINMENT

Some of the entertaining features are: An automo-

FIG. 112.— No indention of first paragraphs.

measure, all the following lines being indented. Ordinarily these lines are indented one or one and a half ems, but in wide measures and wide-leaded matter two or more ems

are used. Two ems may also be used for very small type sizes set in ordinary measures.

This style of indention is employed where there are many short groups or paragraphs, each beginning with a word or words that should " stick out " — as in dictionaries, directories, price-lists, etc. See Fig. 113.

Spacing.

When spacing out words or lines one must always consider the type-style — whether it is regular, extended or condensed — width of measure and amount of space between lines. These considerations govern spacing. Ordinarily the three-em space is the basic space to be placed

Miehle Press — A flat-bed cylinder press invented by Robert Miehle of Chicago. It is made in several styles and sizes — a two-roller pony, a two-roller and four-roller book and job machine, etc., also

Fig. 113.— Showing a hanging indention.

between words in straight composition, but in wide measures or in wide-leaded matter, or when using extended type, the en quad is used as a basis.

An inexcusable error often seen in the printed page is that of wide spacing between words at one side of a line and thin spacing at the other. This produces a broken-up, uneven effect which to the most casual observer of printing is displeasing.

The compositor should take pains to show equality in the *areas* of space between letters and words, and not to space out regardless of the construction of the letter forms. By areas we mean the open spaces between letters, which spaces vary, of course, according to the irregularities in the shapes of different characters. We find greater areas of space between the letters AL or kw than between the letters HI or li. Between a word which ends with a rounding (o, e, c) or angled (y, w, v) character, and a word which begins with such a character, less space may be placed than where the elements in these ending and beginning letters are perpendicular, as d, l, b, h, t, p.

Good places to decrease space is after irregular characters like . , ' , that take up very little of the body.

To illustrate this idea of proper spacing we have prepared Fig. 114. The first two lines are spaced throughout

All her early work will be saved, and the examples which show variety will be

All her early work will be saved, and the examples which show variety will be

All her early work will be saved, and the examples which show variety will be

Fig. 114.— Showing where space between words may be decreased or increased, according to the letter forms.

with three-em spaces. In the third and fourth lines four-em spaces have been placed between rounding and angled forms, with a five-em space after the comma. In the fifth and sixth lines en quads have been placed between perpendicular forms. Upon close examination these changes can be seen, but they are much less objectionable than where the decreasing and increasing of space is unsystematic.

As to the question of spacing between words of extended or condensed type, we show in Fig. 115 (a) a line of each type-style, and between all the words three-em spaces have been placed. It will be seen that the condensed line seems too open and the extended line too crowded. Then, in (b), the condensed line has been spaced with four-em spaces and the extended line with en quads. Note how much more pleasing and legible the lines are.

The discerning student will of course recognize that a decision

The discerning student

(a)

The discerning student will of course recognize that a decision on

The discerning student

(b)

Fig. 115.— Incorrect and correct spacing between words of condensed and extended type.

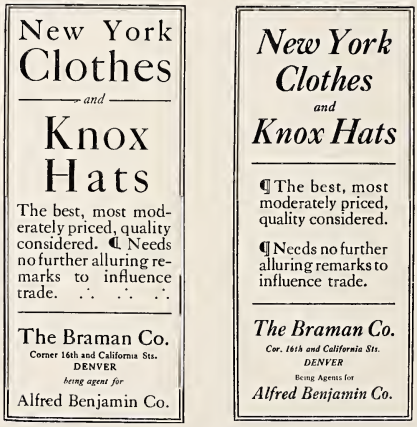
The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First Place — Otto Stockmar, with the Great Western Publishing Company.

Second Place — George W. Johnson, with the Williamson-Haffner Company.

Third Place — Ray Hemstreet, with the Union Printing Company.

We reproduce herewith the first-place entry and also show a resetting which we believe to be an improvement on the original design.



Prize-winning advertisement, set by Otto Stockmar, in apprentice contest conducted by Denver (Colo.) Typographical Union. Resetting at the right.

Most Important Questions Confronting Printerdom

Under this heading, from time to time, THE INLAND PRINTER will present opinions of its readers, in an endeavor to concentrate thought upon the important problems which must be solved sooner or later in the general upward trend of the printing trades.

MAKING OF PRINTERS THE BIG PROBLEM.

BY HARRY W. LEGGETT, OF OTTAWA, ONT.

SINCE the apprentice of to-day is the master printer of to-morrow, the greatest question confronting printerdom is his education. Comparatively few master printers possess the necessary qualifications successfully to run so complex a business as ours, and if the future is to produce more capable men we must start with the embryo printer. Not only his trade education, but also his preparatory-school training, must be considered.

Much depends on the boy himself, but I think it a grave mistake to apprentice any who have not had at least a common-school education. It readily will be admitted that our youth, as a whole, educated and uneducated, take a deep heart interest in baseball and other sports. The uneducated lad easily assimilates sporting knowledge because it comes to him with little effort. Printing requires more, and he is not equipped to meet it. His hands are not sufficient in themselves alone, no matter how clever.

The firm of R. R. Donnelley & Sons, Chicago, has, I think, adopted a correct solution of this very difficult question by establishing in connection with the works a school for apprentices. The boy is given academic and technical instruction at the same time, and must come into the school a grammar-school graduate. This idea, however, can only be worked out in a very large plant like the one above mentioned, but it is very worthy of emulation by similar large plants.

To the earnest youth the last few years have brought within reach a few golden opportunities open to all. I would like specially to refer to the I. T. U. Course. It is encouraging to know it has met with such success, and has accomplished so much in a few years. Again, THE INLAND PRINTER has, by devoting a section to the apprentice, handed out a great big chunk of encouragement; and it is encouragement that is needed. The beginner could not in any shop get in three years the information contained in the last few issues. Technical schools have been opened in a few places, but help out only a limited few. They will grow and have a wider influence, but they are at present far behind those of England and Germany.

The formation here and there of apprentice clubs is a hopeful sign: it evidences a desire of the apprentice to better himself. It has occurred to me that a magazine, at a nominal price, and devoted exclusively to the apprentice, might be a splendid thing for the near future. The beginner can ill afford himself to subscribe for the trade-papers, and depending on the generosity of the boss or foreman to lend him the office copies is a very uncertain way of getting information. I have recently put in my library for the benefit of my young daughter "The Book of Knowledge," in twenty volumes. This is written in language so plain and simple as to be easily understood by any youth; yet it talks in an entertaining way of many complex things. So should a magazine for the apprentice be written.

The responsibility for at least the technical education of the apprentice must rest somewhere. Where does it lie? It lies with the typographical union and it lies with the employing printer. Nothing is gained by the one delegating it to the other. The typographical union has in a measure realized this: witness the I. T. U. Course. Some employing printers have realized it: witness the Donnelley scheme. Both are but beginning to do their duty. It also lies with you and me as individuals. We can help him in many ways, if we will, to the starting point of success — heart interest in his work.

If we can properly train our future printers, the ascertaining of costs — now a "bugaboo" to most printers and by many considered the greatest question confronting printerdom — will be a "bugaboo" no more. It will be part of his education. Fair prices will prevail, and competition will be based on quality and service. These will be nearer the hundred-per-cent kind than they are to-day.

ARTIFICIAL LIGHT.

BY ROSCOE SCOTT, CLEVELAND, OHIO.

YOU may be inclined to accuse me of bias if I make the statement that the most important problem before the American printer to-day is the problem of artificial illumination. From what I know of your attitude on this subject, however, I am sure that you will agree with me when I say that the lighting problem is *one* of the most important ones confronting the trade to-day, and in this opinion the majority of printers will concur.

Nor is this feeling confined to the United States. The writer recently picked up copies of two comprehensive papers on the Illumination of Printing Works, which were read on April 23 at the Royal Society of Arts in London. Perhaps some of the broad conclusions arrived at by the authors of these papers may be of interest to readers of THE INLAND PRINTER.

Mr. F. W. Goodenough, the author of one of the papers, is chairman of the British Illuminating Engineering Society and is an expert illuminating engineer. He studied in detail the illumination at the Solicitors' Law Stationery Society, at Messrs. Cassell & Co.'s, and at Eyre & Spottiswoode's, large English printers, and took many measurements of the illumination on composing-frames, printing machines, ruling-machines, linotype machines, stones, etc. He states that "The illumination of composing-frames is probably the most important aspect of printing-works lighting. The work that is performed there and on the stones demands a high visual effort, and, therefore, good and suitable lighting. . . . It is probably more important that the illumination of the stones should be well done than is the case with the composing-frames, because in the latter instance the work is largely of a mechanical nature. Owing to the type being arranged in a definite and well-known order, a compositor can find the letter he wants without looking for it. On the other hand, the final correction of the set-up type is done on the stones. This,

undoubtedly, requires high visual effort, and, therefore, good illumination is necessary."

Mr. J. Eck, M.A., the author of the other paper, brings out the point that "presses for two and three color work need not only good illumination of not less than 5-foot candles, but attention must be paid to the spectrum of the light resulting from the source used, in order to obtain the best results." In this connection it was interesting to see one leading journal using in a pressroom the combined light of an inverted mantle gas lamp and a tungsten lamp to secure what the printer called a "tolerable makeshift for arc lamp light." In the majority of cases colors could not be matched for either tint or depth of color by the artificial light used, with the result that if a color ran out after dusk, the machine had to stand until the next morning.

In connection with Mr. Eck's remarks it is pertinent to observe that the problem of securing a suitable artificial light to enable printers to distinguish and compare accurately the colors of proofs, etc., has now been solved by the invention of a device known as the "Truetint," respecting which full information can be obtained from Herbert E. Ives, Ph.D., Cleveland, Ohio.

The writer, who had the pleasure of contributing articles on the Artificial Illumination of Print Shops in the February and March, 1912, issues of THE INLAND PRINTER, has recently received a communication from the Syndicated Union of Master Printers of France, asking for detailed technical information on certain points contained in the articles just mentioned. This indicates, I believe, that European printers have a spirit of true progressiveness in this thoroughly practical matter of securing efficient illumination. Certainly it is a question that deserves earnest consideration, and it is my personal opinion that a symposium of opinions on the subject of print-shop lighting, conducted in these columns by practical printers, should be productive of a great deal of good.

DOES THE APPRENTICE EARN HIS PAY?

BY H. V. BIERY, CLIO, MICHIGAN.

ONLY a few weeks ago the writer read an article in one of the leading trade journals in which the assertion was made that "An apprentice does not earn his pay for the first three years at the trade." The writer of this article deplored the fact that he could not secure competent workmen in sufficient numbers, and from the above quotation it is small wonder that he can get any competent workmen. The employer who holds such a pessimistic view of conditions can only blame himself. If he can not make a competent workman out of a boy who is bright enough to be accepted as a candidate for apprentice, in three years' time, he is not doing his duty as an employer.

The writer has trained a number of boys in the rudimentary principles of printing, and every one of them is making good in the city shops. An employer when he is about to start a boy at the trade should do a little investigating before indenturing an apprentice. Ascertain his standing at school and find out how he is regarded about town. Does he spend his leisure time on the street with the rest of the young bloods who sport highly colored hose and affect the manner of swells? If he does, put a long, blue mark on his name so far as a printing-house apprentice is concerned, for he would not repay the time spent instructing him. It is generally the studious, quiet fellow who makes the best material to mold into a printer; one who will take care of material and eventually make the workman who can get a place anywhere and whom an employer will be proud to claim.

In our experience as an employer, and as an employer of labor for others, we have found that, all things considered, the country-bred printer or two-thirder is better material, so far as the technical part of the printing business is concerned, than his city cousin. The country apprentice has a more intimate knowledge of the different kinds of work, while the apprentice in the city is too often given a special task at which he may or may not be best qualified, and kept there. As a consequence, when he strikes out and applies for a position in another shop, he is asked what he can do. Too often he makes the broad assertion that he "can handle anything," and fails miserably. Then there is another hunt for a workman who can make good.

This is one of the greatest evils to be solved by the printing trade to-day, and it is up to the employers themselves to work out a cure. The work of the I. T. U. Commission and the leading trade journal — that is, THE INLAND PRINTER — is having a wonderful effect on the coming generation of printers, but there remains for the employer a work which he, and he only, can best do. Employers, get acquainted with your workmen! Cultivate the acquaintance of your apprentices particularly. Explain to them the benefits to be derived from a careful study of the trade journals, and try to get them interested in the course of instruction in printing under the auspices of the International Typographical Union. You will both be gainers. Application and study of printing as done in modern shops and by modern methods will give you workmen who have the "know how and why" of the game, and will ultimately give you a better product. This means better prices.

In a recent INLAND PRINTER we noticed an article in the correspondence department from a country shop in Missouri, stating that they had two boys just out of high school operating on machine, but they did not understand how to handle copy, punctuate, etc. Reply was made to this correspondent that it was a rather risky chance to let two boys operate and take care of a machine which cost in the neighborhood of $2,000. We beg to differ with the editor of the department. We have a boy in our shop who has been at the trade just one year and five months who can, and does, do as much and as good work as any operator we have been able to hire at $20 a week. The writer is an operator-machinist himself and has taken special pains in the instruction of this apprentice in both machine work and hand composition, and in either of these he is far above the average "jour."

An apprentice who has taken a thorough school education up to and including the first year in high school will repay any employer the time spent in his proper education. Get the apprentice interested in the art side of the trade after he is a competent worker in the mechanical part of the work. Place a copy of THE INLAND PRINTER in his hands and explain to him why you are doing it. Let him study the work of other craftsmen from the reproductions in the magazine each month, and he will gradually absorb much of the good typographical methods as used by men who have become artists through just such study. Years ago we had an employer do this very thing for us, and we never look back to those days without a kind thought for "the old man" and what his present of a year's subscription to THE INLAND PRINTER meant to us.

We do not wish to be understood as saying that apprentices should be taught how to operate machines. The International Typographical Union has wisely provided for this, and we heartily agree with that body that apprentices

should serve their time before they should attain to this highest skilled department of the modern printing-office. The case I have mentioned is the result of our inability to keep a competent extra man in a small town, and for our own salvation we were obliged to "break in" a helper on the machine. The question under consideration is: Does it pay to give the time and expense necessary to teach an apprentice? We have found that it does.

"GIVE THE DEVIL HIS DUE."

BY A. ERNEST MOWREY.

"WHAT do you consider the most important factor in the printing business?" The question was asked me some time ago and, almost without hesitancy, the words sprang from my lips: "The apprentice."

I will tell you why, in my opinion, the question of the apprentice is of utmost importance. Does anything exist which is not composed entirely of individual or elemental parts thereof? We speak of the world at large as of one great, collective body. Yet there would be no world were it not for the fact that each individual, no matter how obscure, contributes his small share to make the great human family — the world. What are all great fraternal and religious orders, political and mutual organizations, but a multitudinous collection of masses composed wholly of individuals?

Is there any reason, then, why the printer's apprentice should not be regarded in the same light — as a unit, a factor, in our great industry? Nothing is perfect, they say. But we are striving to place our trade, our art, on the proper rung in the ladder — which, by the way, is at the top — and it seems to me it is up to us to try to make better workmen and artists out of the coming generation to take up the fight when we shall have passed on.

"Like as a father pitieth his children," so should we be ever thoughtful and considerate of the apprentice under our tutorship.

There once was a man, a really great, big man, though he was but five feet ten inches in stature, and not over one hundred and fifty pounds in weight, whose custom it was on entering his shop every morning to bow most politely to all, the "devil" included. In other shops it was the same with him — always the polite bow and courteous greeting accompanied him. And often it seemed that the "devil" came in for a larger share of this gracious thing than the others — his superiors. This great man was a master, a phenomenon, a veritable mammoth in the art of printing, but he was universally regarded as a very peculiar man.

When asked one day by one of his men why he treated "even the devil with such profound respect," this master printer replied: "Ah, who knows — in one of them there may be lurking the making of a great man."

One morning, in performing his customary "ceremony," the master noticed that his apprentice was missing. About fifteen minutes later a gentle hand was laid on his arm, and, turning, he confronted his apparently greatly humiliated protégé.

"Sir," said the latter, "I guess it's up to me to quit the job. I hate to think of leaving here because — because — "

"What's the trouble, my son?" was the master's kindly inquiry, using his favorite appellation.

Reluctantly the youth finally confessed that some of the men had practically *compelled* him to clean their spittoons — but discreetly he withheld mention of any names. (Which latter fact greatly increased in the heart of the master his appreciation of his scholar.)

"My son, I do not chew the weed and neither do you. It is a filthy habit. But even if I did, and you did, I would feel that we should each clean up our own swill."

And so it came about, in that office, that the "devil" was not obliged to be every one's slave, to have a "dirty, mean, hell of a time," simply because he was the "devil." It came to be an established fact that he was entitled to some consideration at the hands of his superiors.

It is but a glimpse into one of the many hundreds — thousands — of print-shops of our land where working conditions are very much the same — until the hand of System steps in and reforms things. The apprentice comes in for a mighty scant allowance of consideration from the men above him. Too many bosses — that's just it! He is obliged to come fifteen minutes to half an hour earlier in the morning than the others in order to have sufficient metal on hand for the linotypes, sweep out, start the fires (in many shops) and get the morning mail from the post-office. (A pretty good fifteen minutes' to half an hour's work.) But scarcely has he reentered the door with his arms full of mail when the city editor comes along and orders him to get a letter off on the 8:05 car. On his return, before he has finished removing his coat and hat, the operator from No. 1 rushes out with instructions to get a machine belting at the music store, and — away, he's off again.

When he gets back, it is now 8:30. The proprietor, who has come to work a little ahead of time (—?—!—?), sees him rush by and yells to him: "Say, Dan, I've been looking high and low for you! Just getting around?" But Dan replies in the negative, which same seems to have no effect whatever in calming the boss' irritability. "Take a run down to the engraving company and see what the damnation is holding back those plates I ordered four days ago!" And away goes Dan once more!

On his return he is next met by the advertising manager, who sends him to Smith & Jones (with a rush, *of course*) to get copy for an advertisement.

Once more, on his return, he is about to remove coat and hat and attend to his metal, which is now ready to pour. But the ad.-man rushes up with a proof and says: "Here, Dan, proof to go to customer right off!" And before Dan has time to remonstrate the ad.-man is gone.

Dan appeals to one of the older boys who has passed the "devil" stage. "What d'ye think I am?" snarls the ex-"devil." "Do yer own work! I've passed that!"

Dan is nonplussed, but, rather than let the metal burn, he attends to it first and the customer's proof second. But as he is pouring, the proprietor-boss comes out with a rush and storms: "Where the damnation is that proof? Customer's waiting to leave town! Now beat it!"

But, in the meantime, something like seventy-five pounds of good lino metal has been utterly spoiled. When approached about two weeks later by the operators to buy more metal, the proprietor flies into a range and asks: "Where the damnation is all the metal a-going to?" Dan is interviewed. But, fearing to lose his job by confessing to the truth that it was burned, although through no fault of his own, and thereby inciting the "boss" to still greater fury, he yields to the temptation of the little green-eyed monster, "Falsehood," and in a short time finds it comparatively easy to give any one the lie when conveniently necessary. (—?—!—?—!—?—!!) (The beginning of a great man (?—!—?—!!).

Nothing has been said about his connection with the jobroom, where, really, he is expected to learn his trade.

I might go on and fill a volume about the hundred and one things a "devil" is expected to do in a single day — in some offices. A few words, however, should suffice, and, brother, let us allow them to sink into our hearts, our souls, our minds. "Consideration — both for the other fellow and yourself!"

In closing, let me tell you what the pupil of the great man, the master printer, the once-obscure "devil" but now also a great man, said:

"I was born of very poor parents and when thirteen years of age was obliged to help support the family. Mr. Blank took me into his print-shop and there taught me what it really meant to have a friend. He taught me more than I could have learned in school — in the same time. A mighty hard time of it I had, though, with everybody for a boss, until finally one day my benefactor put a stop to the abuses to which I was subjected and succeeded in systematizing the place. After that it seemed I learned things so much easier. I fairly felt myself going ahead with leaps and bounds. Whenever I made a mistake he would look kindly down upon me and say: 'You're not expected to know it all, my son. Try it again, and next time you will do better.' He also used to tell me: 'My son, they say great men are molded out of faults.' I did not fully grasp the meaning of it all then, but I have since. I feel that I owe all that I am and all that I know to Mr. Blank, for he gave me the rudiments of life and taught me how to prepare for the 'rainy days' of life. I would that our trade knew more of such men!"

Consideration for the other fellow! Then systematize!

"KNOW IT ALL" THE STUMBLING-BLOCK.

BY L. J. HUMPF, SCHENECTADY, NEW YORK.

PRINTING is an art, and it must be fostered as such. The question confronting us to-day is the cost and profit. Success in the printing business depends upon up-to-date machinery, good workmanship, fair prices and prompt delivery. From the days of Benjamin Franklin down to less than a decade ago the printing business was conducted somewhat on the "loose-leaf ledger" plan — that is, most of the leaves were loose. Here and there a man in the business, sometimes practical and again a speculator, had the business instinct or training which made him competent to conduct his business upon a system which took care of the income and outgo, having a care that the difference between the two remained with him. But a little less than a decade ago there was a revival of the dormant senses in the printing business which seemed to spread universally. Whether or not the suddenness of the awakening among printers to change the settings of their pegs in the management of their affairs, in order that they should be better paid for their investments and their labors, has given to the stir among them the appearance of specialized activity as compared with other manufacturing lines, it must be said that in no branch of the industries has there been a greater awakening in the same length of time than among the printers.

There entered into this movement the spirit of cooperation for sounder business methods, through the exchange of information and opinion on that all-important question, the cost, and it must be admitted that great good has resulted, and yet it is plain to the careful observer that there is still lacking in the policies which direct many printing-plants the highest essential to success in the business.

For profit in the printing business there must be authority at the helm, and a rule for quality and quantity must prevail. If a printing-plant is conducted under such a carefully distributed system there is never a loss on any single job turned out. A plant that is run upon a haphazard plan, always looking upon system as a complicated and expensive element and stubbornly refusing to spend money for that kind of insurance against loss, will never be successful. Modern machinery, type, etc., a skilled force of operators in harmony with the office and a practical system that will take care of every job that is done from the bid to the delivery and collection, are absolutely essential to success.

Some printers are unsuccessful because they will jog along with old, worn-out equipment, others because they would rather fight than figure profits, and still others who know nothing of system except finding fault.

It is absolutely necessary that every machine, all tools, types and materials should be as closely as possible adaptable to the work required, and the employee should be quite as adaptable as the machines, types, tools and materials he handles. The proprietor of a dilapidated print-shop, with old, worn-out machinery and type, has a poor chance with his neighbor who is equipped with up-to-date machinery and competent men.

The most important adjunct to-day is the linotype. No office is complete without one, provided, however, the machine is equipped with all necessary parts and is working every minute in the day. There is a lot of misconception with regard to the cost of machine composition. It costs a great deal more to produce than most printers imagine, even though they have been operating machines for several years. In the first place, there is the investment. Even in a one-machine plant the initial outlay is easily $4,000. True, the machine itself costs a little less, but when the extra molds and matrices, magazines, metals and other things are bought, freight and installation charges paid, and the machine is ready to begin work, the average investment is a little less than $4,000.

It is, therefore, plain that cost and profit is the question to be considered. The movement for the improvement of conditions in the printing business has done much good, but the blunders committed by the small printer, who is usually looked upon as a "back number," and who is unable to pull himself out of the rut into which he has worked himself gradually, are so universal and deep-rooted that the task of bringing prices up to a proper and businesslike level will require a long campaign of education.

The greatest stumbling-block to better education in price-making is the prevailing conceit of some printers, that they "know it all."



ON THE CHICAGO RIVER.
Drawn by S. J. Kennedy, Palette and Chisel Club.

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Pebbling Machines.

(1303) "Please give us names and addresses of concerns that make pebbling machinery."

Answer.— Fuchs & Lang Manufacturing Company, 29 Warren street, and Dunning Brothers, 9 Murray street, both of New York.

Pen and Wash Drawing.

(1301) "We would be pleased to learn the address of a journal relating to pen and wash drawing for engravers."

Answer.— We do not know that any such journal is published. It may be that some reader can direct you to the proper source for literature bearing on this subject.

Rare Metals.

(1307) "Will you please give me the name of some firm that handles metals such as bismuth, cadmium, mercury, etc., as I wish to obtain some for experiment?"

Answer.—A. Daigger & Co., 54 West Kinzie street, and E. H. Sargent & Co., 125 West Lake street, both of Chicago.

Fashion and Pattern Electros.

(1295) "I would thank you for the name of some concern in the United States that supplies electros of patterns and fashions — such as are used in a number of magazines."

Answer.— Peerless Pattern Company, 221 Fourth avenue, New York.

Stock Advertising Plates.

(1309) "Will you kindly furnish me name and address of one or two firms who make a specialty of furnishing stock advertising plates and ready-written advertisements for all lines of business?"

Answer.— Patterson-Gibbs Company, 431 South Dearborn street, and the American Press Association, 184 West Washington street, both of Chicago.

Air-tight Cans.

(1304) "We would thank you for names of can-manufacturing companies that make air-tight cans of different materials."

Answer.— J. A. Harps Manufacturing Company, Springfield, Ohio; Gill Manufacturing Company, Kansas City, Mo.; George W. Diener Manufacturing Company, Kenzie and Monticello avenue, Chicago; National Can Company, Detroit, Mich.; American Can Company, 104 South Michigan avenue, Chicago.

Numbering Machines.

(1296) "Please advise us from whom we can purchase machinery for numbering cotton tags."

Answer.— Roberts Numbering Machine Company, Brooklyn, New York; Bates Machine Company, Brooklyn, New York; Wetter Numbering Machine Company, Brooklyn, New York; American Numbering Machine Company, 167 West Washington street, Chicago.

Typewriter with Linotype Keyboard.

(1299) "Can you give me the name of the firm that manufactures a typewriter with a keyboard similar to or exactly like that of the linotype keyboard?"

Answer.— Buckner Linotypewriter Company, 727 Fifteenth street, Oakland, California.

Envelope with Wire or Thread Opener.

(1302) "Can you tell me who is the manufacturer of envelopes having a wire or thread to open them?"

Answer.— Envelopes of this character were on the market a number of years ago, but it is our information that their manufacture has been discontinued.

Deckling Machine.

(1293) "We would like to know if there is a machine to deckle paper after it is printed? We have a close-register job on antique book that we would like to deckle the edges on."

Answer.— Dunning Brothers, 9 Murray street, New York, make such a machine.

Tinning Machines.

(1300) "We are in the market for a machine for placing tin or metallic bands at the top and bottom of hangers and calendars. Kindly give us the address of firms manufacturing same."

Answer.— U. S. Finishing & Manufacturing Company, 216 North Clinton street, Chicago; Latham Machinery Company, Chicago, Illinois; Steubing-Centon Machine Company, 21-23 Grand street, Cincinnati, Ohio.

Combination Envelope and Letter Sheet.

(1306) "Will you be so kind as to let me know if there is in the market a combination envelope and letter sheet, and where it can be bought? Did the Postoffice Department ever put out such an article?"

Answer.— The United States Postoffice Department does not issue such combination sheets, but several foreign countries are using them. A patented device of this character is handled by the Wright & Wiltz Company, 619 La Salle street, Chicago.

Giving Appearance of Copied Typewritten Letters.

(1297) "We sometimes have calls for imitation typewritten letters that have the appearance of having been copied in a copying-book. The way these letters are produced is by printing them with copying-ink and after the names and addresses are filled in they are then run through a machine which we suppose consists of felt-covered rollers

to which moisture is applied, and when the moisture strikes the printed letter it somewhat blurs the ink. There are machines made to give this copied effect, and we thought possibly you could inform us who manufactures them."

Answer.—A machine of this character is made by the Yawman & Erbe Manufacturing Company, 23 South Wabash avenue, Chicago. It is known as the "Y. & E. Roller Copier."

Embossing Outfit.

(1287) "Some time since I read an advertisement of an embossing appliance, male and female dies on hinge to be used on job press. I would like very much to have address of manufacturers, as I find nothing in my copy of THE INLAND PRINTER in regard to it."

Answer.— The Orro Manufacturing Company, 119 West Twenty-fifth street, New York, makes the apparatus about which you inquire.

Plates for Blotters.

(1308) "One of the local printers is anxious to get started with some blotter-service company; that is, some concern that makes a specialty of plates for printers' blotters. We think there is a concern located in Cincinnati, but are not positive."

Answer.— The Cincinnati concern you have in mind is the Sullivan Printing Works Company, located at 1504 Gilbert avenue, that city. These plates are also supplied by the Globe Engraving and Electrotype Company, 711 South Dearborn street, Chicago.

Construction Lines in Pen Drawing.

(1305) "In making a pen drawing for a magazine, is there any way to use construction lines without erasing or spoiling the drawing?"

Answer.— We do not know of a way to indicate construction lines as a basis for a pen drawing without erasing them after the drawing has been completed. If you will use an H. B. pencil and work lightly on the surface of your drawing-paper, very little pressure will have to be given to the rubber to erase the construction lines. Bearing too heavily on the pencil, thereby making imprints in the paper, will, of course, affect the drawing. A very good eraser for cleaning off construction lines — one that will not injure the ink lines with ordinary pressure — is kneaded rubber, manufactured by Eberhard Faber, New York.

Measuring "White" in a Job Set in Six and Ten Point.

(1294) "We are enclosing eight pages of a book [set in six and ten point] which we have recently printed, on which our invoice is in question. The matter not in brackets is to be charged for by the thousand-ems measurement. The matter which is marked with brackets was standing, and for this we are to make a separate charge. This charge does not cover any blank space. There is a difference with our customer as to whether the blank space should be charged for as ten-point or six-point. Please indicate how it should be measured."

Answer.— In the absence of any particular agreement, and following the custom established by printers in years gone by, when piece work was the rule, all white below a certain sized type until another size is reached should be measured according to that size. Therefore, in the pages submitted, it is our opinion that all white below six-point should be measured as six-point, and all white below ten-point should be measured as ten-point. From the standpoint of equity, if most of the ten-point were "picked up" and the new matter inserted were chiefly six-point, it would seem reasonable to measure all of the white with the six-point, but we are basing our opinion on the custom established in measuring two sizes of type used in the composition of one job, not taking into consideration the conditions under which it may have been set.

Safety Gasoline Containers.

(1282) "Can you furnish us with a list of manufacturers of safety gasoline containers? The general use of this commodity by printers led the writer to suppose that in soliciting advertising you might have on record a list which you could furnish us. We wish this information for obtaining a line of these goods to exploit in our territories. Any information which you might furnish us will be duly appreciated."

Answer.— The F. Wesel Manufacturing Company, Brooklyn, New York, manufactures a special can used by printers. Making inquiry of the Chicago Underwriters' Laboratory, we learn that gasoline containers are made by the George W. Diener Manufacturing Company, Monticello avenue and Kinzie street, Chicago, Illinois, and the Universal Safety Can Company, Milwaukee, Wisconsin. It may be possible that you can secure other names of makers of approved containers from the Underwriters' Association in your city.

Paper for Announcement Slides in Picture Shows.

(1298) "I am sending you a 'parchment' which has been used as announcement slides in local picture shows. We print advertisements, etc., directly on these slides, which are transparent and make a clear projection. Could you tell me what this material is, and where same could be procured in sheets?"

Answer.—A suitable grade of celluloid for this purpose can be obtained by writing G. Fesenthal & Co., 153 North La Salle street, Chicago. The material is a trifle heavier and can be bought in sheets 20 by 50 inches at 55 cents a sheet. There is a thinner grade made for photographic use, such as for picture machines. This grade is about .003 inch in thickness, and can be purchased from the Celluloid Company, 317 West Adams street, Chicago. Sheet gelatin is another transparent material for this purpose. It is equally as transparent as the celluloid and there is no danger attached to its use in picture machines, as it will stand considerable heat without frilling, and it is absolutely nonexplosive and will not burn readily. This material may be purchased from the Buffalo Transparent Products Company, 74 Jewett street, Buffalo, New York, or from W. A. Williamson & Co., 117 North Canal street, Chicago. There is still another material that may be adapted to this purpose. This material will probably appeal to the printer as being ideal, as it is easy to print and is readily available. The paper is known as zephyr tissue, and, while not so readily penetrated by the rays of light, it will answer the purpose very well. It can be purchased in tints and is comparatively cheap. Write the James White Paper Company, 219 West Monroe street, Chicago.

CLEANING COPPER-PLATE ENGRAVINGS.

Wash the sheet on the front and back sides by means of a soft sponge or brush, with water, to every 1,000 parts of which 40 parts of carbonate of ammonia have been added, and rinse the sheet off with water. Then moisten it with water, to which a little wine-vinegar has been added, rinse again with water, in which a little chlorid of lime has been dissolved, and dry in the air, preferably in the sun. The sheet will be perfectly clear, without injury to the print.—*The Keystone.*

Christmas Celebration

By the Choir of the
First Baptist Church
of Chicago



Thursday Evening
December 24

Program

Hearken Unto Me — *Solo and Chorus*
Miss Smith and Choir

Then Shall the Redeemed — *Quartette*
Miss Smith, Miss Brown
Mr. Jones, Mr. Abbott

Oh! Come Emmanuel — *Solo and Chorus*
Mr. Frank Rich and Choir

The People that Walked in Darkness — *Chorus*

Oh! Light of Life — *Solo*
Miss Abbott

Arise, Shine, for Thy Light is Come — *Chorus*

Oh! Divine Redeemer — *Duet*
Mrs. Brown and Mr. Frank Rich

Pages by A. R. Wilkins, Seattle. (See Job Composition Department.)

EDWARDS & JOHNSON

Printers

CATALOGUES
BOOKLETS &
STATIONERY

PHONE AUTOMATIC 313

Represented by
W. J. BARNES

18 ROSCOE STREET
BRADDOCK, MAINE

SEVENTH CONCERT
of the BROOKLYN
PHILHARMONIC
ORCHESTRA

THURSDAY EVENING, AT SHARPSHOOTERS' HALL

WARDROBE FREE — TICKETS $1.00

FOOTBALL

GARFIELD HIGH SCHOOL vs. ASTOR COLLEGE

TICKETS 50 CENTS

AT LINDERMAN PARK
SUNDAY OCT. 15, 1912

Suggestions for card and tickets.



A cover-page suggestion.



from

The Herald Printshop

22 Central Park Avenue Chicago





To-morrow: the Lazy Man's Curse and the Wise Man's Opportunity



A label and a motto card.

Second Annual Dinner *of*

Thallman Literary Society of Dorchester

Palmer Hotel, Dorchester, New York
January Four, Nineteen Hundred and Twelve

Menu

Manhattan Cocktails

Filet of English Sole — Crab Apple Sauce

Mignon of Beef

Stuffed Tomato — Green Pepper

Roasted American Squab

Assorted Cakes

Coffee

Officers

Frank Rawson, President — Jean Cory, Vice President
Louis Clark, Secretary — John Regan, Treasurer

Members

Ackermann, Emerson W.
Adams, Edward F.
Arnold, F. E.
Blackmoore, Frederick M.
Bradley, Henry J.
Caldwell, Frank S.
Denison, William F.
Farrel, Fritz
Harding, Horace L.
Jackson, Hon. George W.
Lembert, Marvin H.
Manton, E. D.
Newcomb, W. R.
Perry, John H.
Richardson, Sherman W.
Woells, Hon. Michael

Suggestions for menu pages.

MONTHLY STATEMENT OF YOUR ACCOUNT WITH

The ACORN PRESS

ACORN PUBLISHING CO., *Proprietors* W. F. BARD, *Manager*

PRINTERS

3330 Washington Street Telephone: Automatic 1305

Ashton, Wis._____ 191__

*To*_____

Suggestion for statement heading.

ACORN PUBLISHING CO., *Proprietors* W. F. BARD, *Manager*

The ACORN PRESS
PRINTERS

Represented by

3330 Washington Street
Telephone: Auto. 1305

A business card suggestion.

The Saint Lowell County High School

The Reason for the Success of the High School

ACCORDING to a special act of the legislature, this school was established by a vote of the citizens of the county. The only object there could have been in establishing such a school was to give our boys and girls an education beyond that offered by the common schools of our county. It is understood by all that if children are sent to college they must have a certain amount of preparatory training. If this preparatory work can be given in the home county it is less expensive to the pupil and even profitable to the citizen. Further, the time has come when it is necessary for one to have a good education to perform even the ordinary duties of citizenship. The farmer, the grocer, the butcher, in order to be eminently successful, must have at least the equivalent of a fair high-school education. This necessary preparatory training makes it highly desirable for every progressive community to maintain a good high school.

How the Purpose Is Accomplished

THE purpose of the school is worked out in the course of study. Two courses are offered, and considerable freedom is allowed in the selection of studies within the courses, or in substituting subjects in one course for those in another. The industrial course emphasizes such subjects as Agriculture, Manual Training, Industrial History, and Domestic Science. These subjects should be pursued by those who will probably discontinue their studies at the end of the high-school course. The College Preparatory Course should be pursued by those who contemplate real

Arrangement for booklet page.



A German page-design. From Archiv für Buchgewerbe, Leipzig.

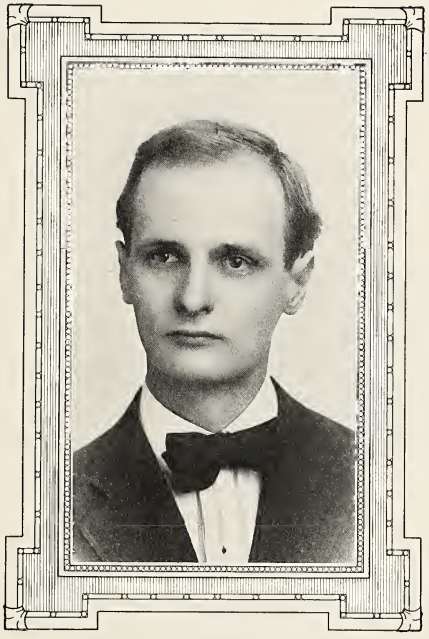
JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

A. R. Wilkins.

That conditions in many of the modern printing-plants do not give the apprentice the opportunity to master the trade as thoroughly as did the conditions of a few years ago is demonstrated time and again in the consideration of the work of those men who have attained an individuality and a distinction in the quality of their product.



A. R. WILKINS.

In reviewing the work and experiences of compositors whose specimens stand out prominently as examples of practical typography, one can not but note the fact that a great proportion of them are the fortunate possessors of the "all-around" training which characterized the days prior to the advent of the specialization which has marked the more recent times. No one questions the fact that the compositor with a good general knowledge of all of the various steps taken in the production of a piece of printing is better equipped to turn out work artistically and economically than is the man whose knowledge is confined solely to the setting of type. An understanding of the difficulties and peculiarities incidental to the press-room will enable him to avoid giving undue trouble in that direction; a familiarity with paper stock will enable him to more pleasingly adapt his type arrangement to the paper selected for certain classes of work; and a knowledge of platemaking will give him a broader grasp of the possibilities, as well as the limitations, of typography — and so on, throughout all the departments of the plant.

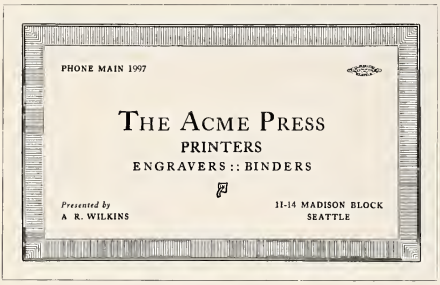
This knowledge, which under modern conditions can be gained only by supplementary study on the part of the printer, was to a certain extent supplied in the ordinary apprenticeship of a few years ago, especially in the smaller plants. The boy, instead of devoting all of his apprenticeship to one department of the trade, learned something of all of its branches. Perhaps he spent a certain period setting "straight matter," another period in working on the presses, another period in locking up forms, and still another period in the setting of advertisements and job-work — and in the end had acquired a good general conception of printing as a whole.

It was under conditions such as these that A. R. Wilkins served his apprenticeship in London, Ontario, commencing at the age of thirteen. Without any previous ideas of becoming a printer, he answered a "Boy Wanted" advertisement in the London *Advertiser*, and commenced at a figure familiar to many of us — $1.50 per.

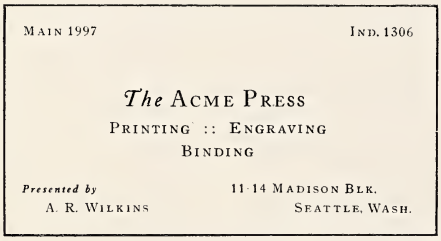
After serving between two and three years in various departments, he became dissatisfied with his wages, which were then $3.50 a week, and left to take a $5 job. While the wages were better in the new place, the opportunities for learning and advancement were poor, and another change was made. Later, Wilkins returned to the *Advertiser*, which had been reorganized and greatly improved, and where he remained until he was offered a position as job pressman on the *Express*, at Sault Ste. Marie, Ontario.

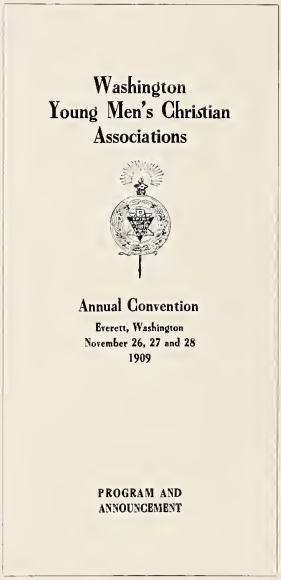
The *Express* was then a typical country office, having one power and one treadle job press, and the chief complaint of the force was the same one that we have all heard time and again — "the boss wouldn't spend enough money for material."

Another cause of trouble was the fact that the shop was situated on the ground floor, with a Young Men's Christian Association gymnasium directly above, and occasionally the shower baths in the gymnasium would be left running all night, the result being that next morning found a type cabinet or pile of stock soaked by the water coming through. The winters in Sault Ste. Marie being very cold, more often than not the shop would not be warmed up until noon. This, however, was no great discomfort, as there

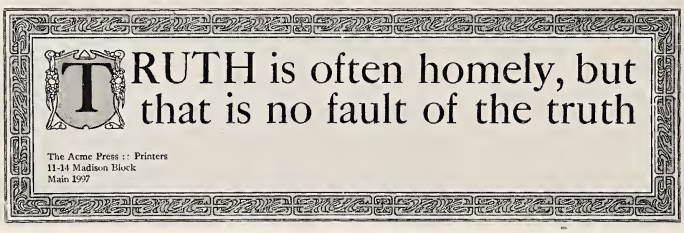












Some designs by A. R. Wilkins, Seattle, Washington.

was a nice, comfortable cigar store across the street, and there the force retired to warm up.

After spending four pleasant and profitable years in the *Express* office, Wilkins went "out West," finally landing in Seattle and taking a position with The Acme Press. After being there for two years he was given the position of foreman, which he still holds.

Questioned regarding his ideas as to display printing, Mr. Wilkins said: "As to my positive ideas on printing, I think I am more in the receptive than in the positive stage. Whatever little success I have attained is due principally to study of THE INLAND PRINTER and other trade-papers, it being through THE INLAND PRINTER that I first became interested in the I. T. U. Course. The general style of my designs before taking the Course was not up to much, consisting of trying to make some design I had observed fit the job in hand. Since taking the Course, however, I have confidence enough to make designs to fit the job, and rely on the knowledge of correct principles to prove whether the design is good or not."

SOME PHILADELPHIA PRINTERDOM HISTORY.

The following is an extract taken from an interesting review of the Philadelphia printing industry which appeared in the *Public Ledger* of that city.

"Philadelphia occupies a unique position with relation to the printing and publishing business, and all the others that ought to be considered with it, for here the first press that was set up in the Middle Colonies was established not long after Penn had established his dream city here. It is not true, of course, that printing and publishing were being conducted here six weeks after the founding of the city, but as the genesis of Bradford's press always has been a subject for debate, and has not yet been finally cleared up, it is only necessary here to revert to the fact that Bradford did set up here the first press established in these parts, and that it was the second set up in the English possessions. New England had its press many years before, and had been actively engaged in publishing books that now are eagerly sought for their rarity rather than for any real value they may have. Bradford printed a sheet almanac in 1687, and that is regarded as the first book published in Pennsylvania or the Middle Colonies. Only a few years later, the first paper mill established in this country was set up on the banks of the Wissahickon by Rittenhouse, which family until comparatively recent times was connected with the papermaking industry here on the banks of the Schuylkill, and it was from this mill that the *Public Ledger* got its supply of news-print paper in the early days.

"It also is pretty well known by this time that the first typefoundry in this country was established in what now is the city of Philadelphia. This was the little plant erected by Sower, in Germantown, in 1735, but it seems to be probable that something of the kind was done by Franklin even before this time, although the great printer and many-sided man only made certain types or ornaments for his own press. Sower's plant, too, was established only for his own convenience, for he used it to make his German letters, which, naturally, were not in demand by other printers at the time.

"Sower, too, it should not be forgotten, both for his honor and for the honor of the city, published the first Bible to be printed in a European language in this country. This was his edition of the Scripture printed in German, three editions of which had been turned out from his press before the first Bible in English was printed, also in Philadelphia, by Aitken, in 1782.

"On this subject it should not be forgotten that for a generation or more after Aitken published his edition of the Bible, the Scriptures were printed here in such large numbers that practically every Bible sold in this country was the product of a Philadelphia press. Of Carey's Bible alone, it is said that two hundred thousand copies were sold, and in order to have the book in condition to print economically Carey had the types for the pages standing, for in those days the art of electrotyping or stereotyping was undiscovered, or at least not practiced in this country. When it is realized that there were more than five hundred pages of the Carey Bible the amount of room necessary to store these pages in type and the enormous weight to be provided for, to say nothing of the large outlay of money tied up in so much idle type, the courage of Matthew Carey, who was one of the most remarkable men connected with the trade in Philadelphia, will be appreciated.

"From the time when Bradford began business as a printer in this province — and for many years he also was the provincial printer for New York — there has been a long list of the foremost printers in the country identified with the business in Philadelphia. Some of them are familiar names, such as Franklin, who, while the world esteemed him for many other things, called himself to the end of his days a printer. He so describes himself in his will; he thought so much of his trade that in the famous epitaph which he wrote for himself, but which never was used, he speaks of himself in terms that show that he esteemed his trade beyond every other distinction to which he was entitled.

"It is true that Franklin's press reflected more honor on his adopted city than did the establishment of any other printer of his time. He was a great deal more than a printer. He has been described also as a journalist, and from the pages of his *Gazette*, and from those of the other publications which he sent out upon the slender stream of literature of his time, such as the now endeared Poor Richard's Almanac, with the delightfully homely wisdom and its peculiarly Franklinian wit, there is every evidence that he is entitled to rank as the greatest journalist in America in the eighteenth century, even if his publications are not always superior in presswork.

"A mere list of the books and other publications printed by Franklin and his immediate successors during his connection with the firm would give a lively idea of the state of the country during the period. Philadelphia during the same century had many other but not quite so famous printers. There was Bell, whose press was beside St. Paul's Church; the younger Bradford, who was established at Front and Market streets; Aitken, Claypoole, Dunlap, Humphreys, Story, Carey, to call to mind but a few. At the close of the eighteenth century Philadelphia was not only the metropolis of the New World, but here were located the greatest printing and publishing houses in the country."

SALESMEN'S OFFICERS.

The National Sales Managers' Association of America, at its convention recently held in St. Paul, elected the following officers: President, H. H. Bigelow, of Brown & Bigelow, St. Paul; first vice-president, E. D. Gibbs, Philadelphia; second vice-president, George H. Eberhard, San Francisco; third vice-president, J. E. Spencer, Minneapolis; secretary, C. H. Ashton, Omaha; treasurer, Robert B. McGowan, Cincinnati.— *Printers' Ink.*

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

J. D. BURTON, El Dorado, Kansas.— Both jobs are very satisfactory in their arrangement.

A PACKAGE of commercial specimens from J. Edwin Bell, Cleveland, Ohio, contains many excellent examples of typographical design. We show herewith reproductions of some of them.



Folder page by J. Edwin Bell, Cleveland, Ohio.

A BLOTTER from the Thompson Press, Owosso, Michigan, is nicely arranged and well printed in two colors.

J. W. SHORT, Toronto, Canada.— The specimens are all good, the panel designs being very cleverly handled.

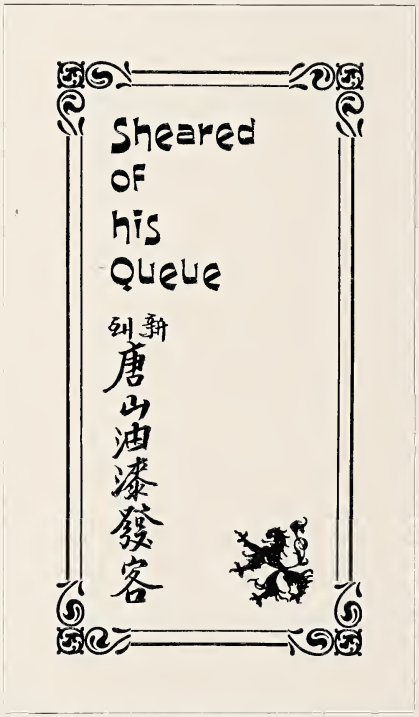
ROBERT L. BLEDSOE, Bishop, Texas.— The booklet is satisfactorily arranged, but would have presented a better appearance if printed in black ink, as the ink which you have used is rather hard to work.

A BOOKLET descriptive of the Phoenix Indian School, Phoenix, Arizona, is nicely gotten up and well printed.

SPECIMENS from the Troy Times Art Press, Troy, New York, show attractive colorwork and good typographical design.

E. A. SOUTHWICK, Libby, Montana.— The check is nicely gotten up, and we find nothing to criticize in its arrangement.

FREDERICK A. OBERG, of the U. S. S. Connecticut, sends an attractive book-mark, the product of the steamship print-shop.



A unique design by J. Edwin Bell, Cleveland, Ohio. Original in colors.

W. C. WOOD, Cornish, Oklahoma.— The specimens are all well handled, and we find nothing to criticize in any of them.

J. A. SPENCE, David City, Nebraska.— While the blotters are quite satisfactory in arrangement, the one for the poultry company contains too

many different spots of red, and the confining of the brighter color to but one or two spots would be an improvement.

A PACKAGE of specimens from Al S. Cain, Provo, Utah, contains pleasing type-designs and harmonious color combinations.

B. FRANKLIN, Corpus Christi, Texas — The work is all well handled, the specimens in light blue and dark blue being especially good.

F. ALBERT MARSCHALL, Stamford, Connecticut.— The ticket is quite satisfactory in design, and offers no opportunity for criticism.

A GROUP of advertisements by M. G. Coats, Madera, California, shows careful attention to the questions of harmony and space relations.

THE Rio Grande Printing Company, of El Paso, Texas, is publishing an attractive house organ under the title of *Rio Grand Magazine*.



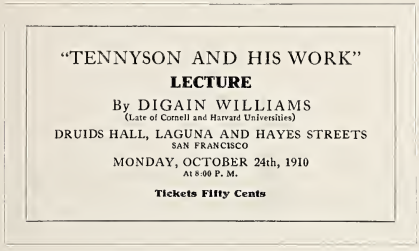
By J. Edwin Bell, Cleveland, Ohio.

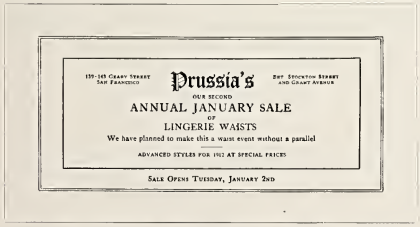
A CAREFUL regard for simplicity in design characterizes the work of J. W. Archbald, Salem, Ohio. The specimens are very satisfactory.

JAMES H. CASSEL, La Fayette, Indiana, sends in an attractive blotter, printed in black, green and orange from an interesting type-design.

FRED CURL, Wykoff, Minnesota.— Poor rule joints spoil an otherwise pleasing card, and arrangement without panels would be preferable.

NEAT, tasty typographical design, coupled with a careful use of color, characterizes the work of August Gustafson, Oakland, California. The specimens reproduced herewith will give an idea of the pleasing quality of his commercial printing.





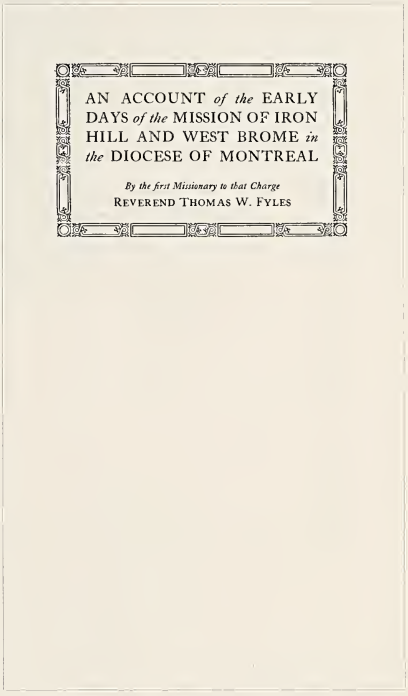
Interesting designs by August Gustafson, Oakland, California.

"TABLE COOKERY" is the title of an attractive folder issued by the Public Service Electric Company, of Newark, New Jersey. It is printed in brown and gold, on mottled stock, with half-tones printed on coated paper and tipped on. Altogether it is an artistic piece of work.

THE Jos. Betz Printing Company, East Liverpool, Ohio.—The blotter is original, both in text and design, and should attract much favorable attention.

HARLEY BARNES, Ames, Iowa.— Except for the fact that you have used rather large type on some of the pages, the telephone directory is well gotten up.

P. D. CREW, Creighton, Nebraska.— The program is very pleasingly arranged. The decorative spots at the ends of the headings on the menu are confusing to the page as a whole and do not add to its appearance.



A pleasing page by August Gustafson, Oakland, California.

W. F. BENNYHOFF, Missoula, Montana.— The work is all carefully handled, and calls for no criticism. Your card is especially pleasing in design and color.

LUCIUS P. BURCH, Westerly, Rhode Island.— The specimens are very pleasingly designed, the harmony of tone throughout the work being especially noticeable.

PETER S. BOGART, New York city.— Except for the fact that the title-page of the program contains too much panelwork, the specimens are well handled.

JOHN F. GLOVER, Morgantown, West Virginia.—Although all of the specimens are well handled, the little folder on gray stock is especially pleasing in design.

OSCAR T. VINSON, Frederick, Oklahoma.— The specimens are very pleasing, and their simplicity of design and harmony of treatment are very commendable.

C. W. HARMONY, Sapulpa, Oklahoma.— The specimens are thoroughly satisfactory in every way, and we have no criticism to offer in regard to any of them.

SPECIMENS from Howard C. Hall, Charlotte, North Carolina, show a careful regard for the details of good type-design and the use of harmonious color combinations.

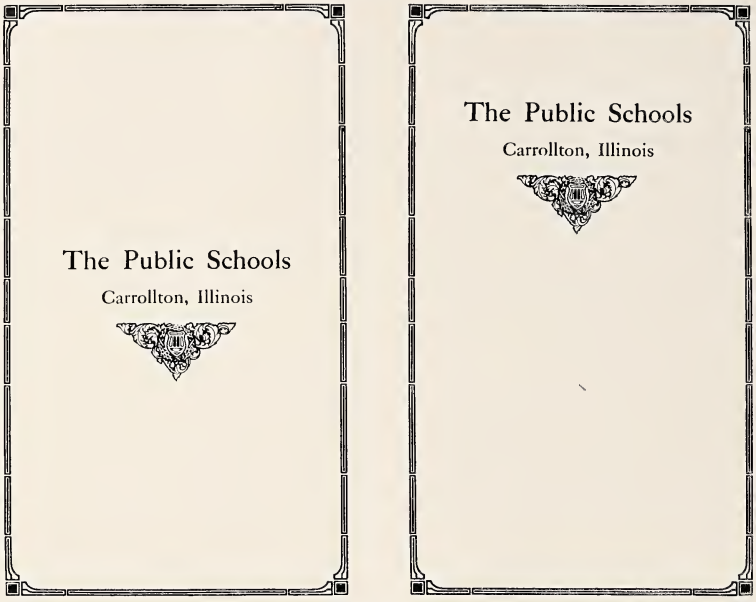
THE News Publishing Company, Limited, Moose Jaw, Saskatchewan. —The blotter would be more pleasing with plain rules around the design than it is with a heavy rule at one side and the bottom. In designing

printed matter we should remember that it is to be printed on a flat surface in solid tones and that therefore an attempt to gain perspective should not be made.

J. B. MILLER, Bucklin, Kansas.— The use of lighter rules on the account slip would improve its appearance. We would also suggest placing the name a trifle closer to the line which follows it.

the fact that the spaces above and below the group are equal. In our rearrangement of this page we have placed the group in such position that proportion is gained through the spaces above and below being unequal in size.

J. L. MEIKLE, Grand Forks, British Columbia.— The premium-list is very satisfactory in arrangement, especially in consideration of the con-



A study in the placing of a group of type and ornament. The page at the left is not pleasing, due to the fact that it is divided in the center, while the page at the right, owing to inequality in the space divisions, is more satisfactory.

SPECIMENS from the Rochester School for the Deaf, Rochester, New York, are well arranged, although black ink in the place of the brown would add to their appearance.

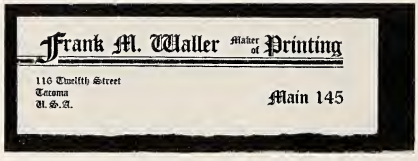
WE show herewith a reproduction of the business-card of J. Orville Wood, of Cleveland, Ohio, an I. T. U. student. The card was designed and lettered by Mr. Wood and printed in colors.



Designed and lettered by J. Orville Wood. Original in colors.

J. H. SCHUYLER, Carrollton, Illinois.— One of the most important points in type-design is the placing of the various groups of type on the page — the distribution or breaking up of the spaces. On the page for the public-schools job, the placing of the group of type and decoration in the center of the space is not satisfactory, due to the fact that it gives no proportion in the space relations, but instead a monotony because of

ditions under which it was gotten out. Your adherence to a few type-faces in the advertisements has resulted very favorably.



Unique card by Frank M. Waller, Tacoma, Washington.

FRANK M. WALLER, Tacoma, Washington.— The specimens are unusually clever and attractive in design. We show herewith a reproduction of the business-card.

THE menu and program of the annual dinner of the Melbourne Printers' Overseers' Association is attractively printed from special designs, and is a pleasing piece of work.

H. E. LAGERGREN, Starke, Florida.— With the change in color which you suggest, the letter-head would be very satisfactory. The check is nicely arranged and well printed.

JOHN R. WHITACRE, McAlester, Oklahoma.—All of the specimens are nicely gotten up, and we fail to find anything which calls for criticism. The title-pages are especially good.

H. P. HINSHAW, Fairbury, Nebraska.— The blotter is neat in arrangement and the colors are good, although rather strong. The filling

out of the line with ornaments is not pleasing, and the centering of the word in the line, or a closer spacing of the group to gain the line, would be preferable.

THE desirable simplicity of design and harmony of treatment which have characterized the souvenirs of recent conventions of the International Typographical Union have been preserved in the book gotten out



Cover and two pages from the souvenir book of the Fifty-eighth Convention of the International Typographical Union.

AMONG other excellent specimens, a package from N. P. Eby, Fresno, California, contains a program which is unusually pleasing in its arrangement. We show herewith some of the pages.

for the Cleveland convention, and the result is a product that "holds together" as do few publications of this character. While the book follows its predecessors in its adherence to the principles of good design, it

Morning Service

TEN THIRTY

✠

Prelude
Doxology
Invocation
Hymn No. 211—Holy, Holy, Holy
Scripture Lesson
Anthem—Jesus Came, the Heavens Adoring . *Shepard*
THE CHOIR
Prayer
Solo—Star of the East *Lerman*
MR. EBY
Announcements
Offertory
Anthem—Te Deum Laudamus *Lloyd*
THE CHOIR
Hymn No. 235—
While Shepherds Watched Their Flocks
Christmas Sermon—The Crowning of Childhood
Christmas Hymn—Joy to the World
Benediction
Postlude

Evening Service

SEVEN THIRTY

✠

Prelude
Hymn No. 230—Majestic Sweetness
Hymn No. 239—Rock of Ages
Anthem—Nazareth *Gounod*
THE CHOIR
Scripture Lesson
Prayer
Solo—The Birthday of a King . . . *Neidlinger*
MISS NELLIE RUVANE
Announcements
Offertory
Hymn—The Angel Chorus *Tullar*
THE CHOIR
Hymn No. 215—My Faith Looks Up to Thee
Sermon—Views from Pisgah
Hymn No. 241—Prince of Peace
Benediction
Postlude

Attractive pages by N. P. Eby, Fresno, California.

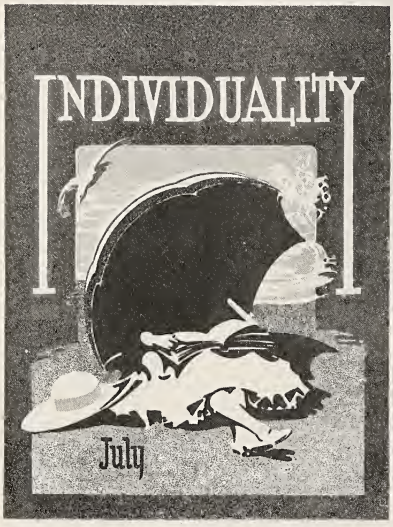
R. SHUFFLER, Olney, Texas.—The work is well handled throughout and offers but little opportunity for criticism. We would especially compliment you on the arrangement of the large bill. A red inclining more toward the orange would contrast more pleasingly with blue and black than does the hue which you have used on the letter-heads.

is a complete change in conception of color and arrangement. The stock throughout is gray, a soft, pleasing effect being thus secured, and the typography and presswork are all that could be desired. The pages reproduced herewith will give a general idea of the character of the design. It was produced by the house of Davis & Cannon, Cleveland.

THE Franklin Printing Company, Louisville, Kentucky.— The booklet is well written and attractively printed and as an example of the character of your work is very convincing.

M. G. COATS, Mill Valley, California.— The poor condition of the rules spoils what would otherwise be a very satisfactory piece of work. The presswork is also of an inferior quality.

Individuality, the house organ of the House of Hubbell, Cleveland, Ohio, is well edited and well printed. A specially designed cover in colors adds much to its appearance. We show herewith a reproduction.



Cover of the house organ of the House of Hubbell, Cleveland, Ohio.

PRINTED matter from The Paragon Press, Montgomery, Alabama, reveals a discriminating taste in both typography and color. The specimens are all carefully designed and well printed.

A PORTFOLIO of proofs from the Phototype Engraving Company, Incorporated, Philadelphia, contains excellent examples of color reproductions made from black and white photographs.

F. J. CHAMBERLAIN, Tipton, Iowa.— The work is all well handled. The letter-head for Bartley & Maxson is especially good, although there is too much space between the words in the firm name.

ROY A. BAST, Clark, South Dakota.— The five-column advertisement is very pleasing in its arrangement, and we congratulate you upon the excellent results which you have secured. We find no opportunity for criticism.

JACOBS & Co., Clinton, South Carolina.— The specimens are quite satisfactory, although the rule border around the cover-page is a trifle heavy for the enclosed text matter. Two rules instead of three would be preferable.

AN "In Memoriam" card announces the withdrawal of John P. Killeen from the Pittsburgh Lyceum Bachelors' Club. Mr. Killeen, who represents the James McMillin Printing Company, was married on August 28.

AN attractive letter-head in three colors conveys the information that J. L. Frazier is now manager of the Frazier Printing Company, of Lawrence, Kansas. Mr. Frazier's good work is well known to readers of this department.

THE Hoeflich Printing House, Philadelphia, has joined the ranks of house-organ printers with the first issue of *Profitable Talks on Printing*, an attractive booklet containing interesting text matter presented in a pleasing way.

STEWART PRINTING COMPANY, Bakersfield, California.— Your booklet would have been much more pleasing if you had used a less complicated design on the cover. As it now stands, the excessive amount of decorative material, coupled with the letter-spacing of the text-letter which has been necessary to make it fit the design, results in a page which is not only very difficult to read but is displeasing in design.

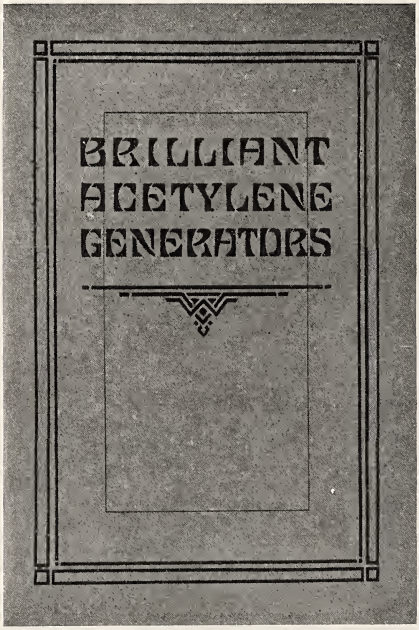
THOMAS M. CARRIGAN, Goshen, New York.— The cover-page is well arranged and offers little, if any, opportunity for criticism. Perhaps the decoration underneath the upper group is a trifle too much for a page of this character.

L. H. MCNEIL, Findlay, Ohio.—All of the specimens are exceptionally fine, and there is little choice between them. We note in their arrangement the same artistic treatment that has characterized the work previously received from you.

D. C. BALL, Pilot Point, Texas.— If you were to confine the blotter and certificate designs to a smaller number of type-faces the results would be more satisfactory. One or two series, and these of harmonious shapes, are enough for almost any piece of work. The other specimens are good.

FROM A. V. Ingham, superintendent of printing for the Roycroft Shop, East Aurora, New York, we have received a copy of "The Ad-man's Philosophy," by Elbert Hubbard. It is attractively printed in dark green and red on brown hand-made paper, and forms a striking piece of work.

FROM R. J. Burch, superintendent of printing for the estate of P. D. Beckwith, Incorporated, Dowagiac, Michigan, we have received a package of exceptionally high-class work. From the making of the plates to the finished product, every detail has been carefully handled, the typography throughout being unusually pleasing.



Cover by A. J. McAnally, Omaha, Nebraska.

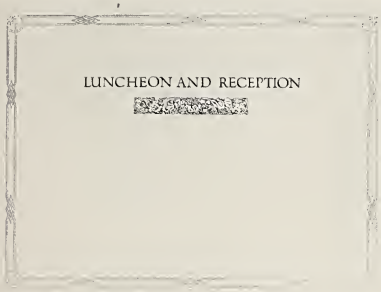
FROM R. J. McAnally, Omaha, Nebraska, we have received a package of good printing. Among the most interesting of the designs is a cover-page, a reproduction of which we show herewith.

FROM the Brooklyn *Daily Eagle*, Brooklyn, New York, we have received an attractive booklet entitled "How a Modern Newspaper Is Made," and containing an interesting illustrated description of the building and plant of this progressive paper. The booklet is issued from the job-printing department, and is nicely gotten up.

IVAN D. RINEBARGER, Lamar, Colorado.— While the arrangement of the card is quite satisfactory, the colors are not pleasing. Both the green and the brown should be lighter in order that the decorative

material may not overshadow the text. We also note too much space between words in the main line on the card. Text type should never be widely spaced.

NICHOLLS PRINTING COMPANY, Helena, Arkansas.— The examples are nicely gotten up and offer but little opportunity for criticism. We would,



Pages from a handsome souvenir book issued by the National Biscuit Company.

however, suggest that you avoid placing a single group of type lines directly in the center of a page as you have done on the title-page of the book about Arkansas. If this group were raised a trifle it would result in the pleasing proportion which comes from an unequal division of spaces.

The Courier, the new house organ of the Zellerbach Paper Company, San Francisco, California, is a most interesting publication, from the printer's viewpoint. It is printed throughout on gray stock. The cover is in dark gray, light gray and gold on antique cover-paper, while the inside pages are in black and orange on coated stock — both cover and inside paper being gray. The work is designed and printed by the F. H. Abbott Company, of San Francisco.

THE Review Press, Roselle Park, New Jersey.— While the specimens are, in general, very good, still we would make one or two suggestions regarding them. On the cover-page for the speaking-contest program we would suggest that the three lines in the center panel be raised a trifle, placing them above the center of the panel, and that the lines at the bottom of the page be set in a smaller size of type, thus leaving the strongest part of the page near the top.



Attractive design by J. Warren Lewis, Visalia, California. Original in colors.

PERHAPS the most interesting specimen in a package of recent designs by J. Warren Lewis, Visalia, California, is a cover-page, a reproduction of which is shown herewith. The original is in gold and colors, on brown stock, and is an interesting example of design from borders.

F. W. MCCLAIN, Valdosta, Georgia.— The use of a light brown, light blue or dark blue in place of the gold would improve the appearance of the bank folder, as either color would be more suitable for work of this character. The rule above the decoration on the first page is rather too strong in tone for the type underneath which it is placed, while the two rules near the bottom of the page are a trifle too light. Tone harmony should be carefully considered in all typographical design.

ALVIN ERNEST MOWRAY, Franklin, Pennsylvania.— In both of the designs in question the text matter has been broken up too much. An arrangement which would allow all of the reading-matter equal prominence would be more in keeping with the subject. Of the specimens printed on paper we prefer the one in black and orange, while of the blotters we like best the brown and blue combination, although the others are very satisfactory. The smaller specimens are all good.

R. U. HUTTON, Seattle, Washington.— A lack of tone harmony, due to the fact that you have been careless in combining light and heavy type-faces, and also in the use of rules for underscoring which are either too light or too heavy for the type-face with which they are used, characterizes the work which you have submitted. The combination of type-faces of various shapes in a single piece of work also is noticeable, and makes for an undesirable lack of shape harmony. A careful study of the fundamental principles of design in printing — among which are shape harmony, tone harmony, simplicity and proportion — would materially improve your designs.

WE show herewith reproductions of three pages from one of the handsomest books that has ever come to this department. It is a souvenir which was gotten out by the National Biscuit Company for its guests at the opening of its new building in Kansas City. In its general conception and in the careful regard which has been given to details, the book reflects the greatest of credit upon its producers, the J. J. Little & Ives Company — and especially Paul Pfizenmayer, who planned and superintended the work. The National Biscuit Company set out to accomplish results which should be a standard for anything of like character — and succeeded. The book as completed is an oblong quarto, 12½ by 9½ inches, bound in beautiful brown polished levant, and elaborately stamped in gold. The special designs used in the book are by F. W. Goudy, and the text is printed in one of his best type-faces, with attractive initial letters. The illustrations, which are numerous, are duotones, and are printed upon paper carefully selected to bring out their possibilities. No expense has been spared on the work, as is indicated in the fact that the book cost to produce, including photographing, artistic supervision, special type, etc., nearly twenty dollars per copy in an edition of twelve hundred. And the money was well spent.

COMPOSING-ROOM EFFICIENCY.

BY A. E. SOUTHWORTH.

(Address delivered before the Fourth Printers' Cost Congress, at Chicago, September 5 and 6.)

EFFICIENCY as applied to the composing-room was given little or no consideration previous to the introduction of cost systems.

The average employer looked upon this department as a losing proposition and a necessary evil.

The cost system has shown us, by a comparison of figures, a wide variation in cost, and the necessity of both increasing the price of composition and reducing its cost, by introducing better working conditions, which is efficiency pure and simple.

The subject is one of constant study, and the exchange of ideas among master printers is most essential, for he who learns by experience alone finds a dear teacher.

The confidence of youth is expressed in the story of an urchin in school who became so busily engaged with his slate that he was unconscious of the fact that the teacher had stepped up behind him, until she asked, "What are you doing, Johnny?" and the boy replied, "I'm drawing a picture of God." "Why, Johnny, the very idea! You can not do that." "Yes, I am, teacher, drawin' a picture of God." "But, Johnny," the teacher replied, "no one can do that, for people do not know how God looks." "Well," the youth answered, "they will when I gets done drawin' dis picture."

Though with less confidence of success than this boy, I am going to introduce to you a few pictures* that I have prepared, which will tell you what I know of composing-room conditions, with the hope that some of them will prove of value to you.

First we will consider arrangement. Stepping into a print-shop on a visit a few months ago, I found the entire glass front of the building given over to the executive offices of a weekly newspaper and job plant, one-half editorial, the other half business, while the manufacturing department was handicapped, having only a poor north light.

I said newspaper and job plant; it should be a job and newspaper plant, carrying the newspaper as a job to find out the exact cost of production.

On the tour of inspection I found a magazine linotype machine in front of one of the windows, and the operator stationed on the dark side of it; galley rack and proof press near by, but not conveniently arranged; a line of old-fashioned, dilapidated wood-top stands, placed back to back and against the wall; make-up stones side by side, necessitating a great deal of lost time stepping from one to the other during the process of making up the paper; a job stone convenient to the Gordons, and one table to accommodate both the pony cylinder and job presses; a paper-cutter and small table, and a wire-stitching machine (there was no provision for waste from the cutting machine other than a burlap bag); the newspaper press and stock located in the basement, and the forms were carried down the stairs.

I told the manager he was working under difficulties which should be remedied. His reply was that probably I could spend four or five thousand dollars on the plant and modernize it. With a few exceptions the plant was modern, but very poorly arranged, and I made these suggestions: That he cut his overhead one-half by dividing half of his building front for offices, building a partition and a railing; move the typesetting machine forward to a better side light, with galley rack within easy reach; replace the old stands with modern ones, with lead and slug racks and banks, arranging them so that the workmen would not interfere with each other (drawing all cases from the rear), and allowing open alleys to save extra steps; place the make-up stones directly opposite each other, so that all the forms could be reached by simply turning around; leaving the pony and jobbers alone, space is gained for a large table, convenient to the pony; construct a larger table for the paper-cutter, with a chute underneath to carry the waste to the basement, and construct a dummy to carry the forms to the basement.

Outside the modern stands, which were absolutely essential, a carpenter could make all the needed alterations, at an entire cost of less than $300, including the stands.

This is by no means an aggravated case; many are working under inferior conditions where a little thought would save as many dollars monthly.

Each office has its own problem, and the varied space allotted demands special measures to secure the best results.

Study the conditions and set each piece of furniture in deference to its importance. Have the proof press centrally located. Have every slide, galley rack and bank numbered, and have the compositor, in depositing a job, place that number upon his proof — eliminating the necessity of a "still hunt" for forms.

Some say efficiency means getting the most out of the material at hand. In other words, if you have work for a saw-trimmer, but have a miter-box, use the miter-box.

Do farmers cradle their wheat?

If you will go over your bills for the year past and note the amounts you have paid engravers, electrotypers and foundry men, for mortising, trimming and routing, and find that these bills are more than the interest invested in a trimmer, it will more than pay you to install one. It is a valuable machine, even in small offices, and if a ticket record is kept on its services, the rapidity with which it will pay for itself is surprising.

Special furniture is an investment that often produces large returns.

How many steps and minutes does a lock-up man lose in the average office in the make-up of a thirty-two-page form? A rack is manufactured that places leads, slugs, metal and wood furniture, and reglets, of all lengths, within easy reach without taking a step, at a price that will pay back the entire investment in less than six months' time.

Efficiency is getting the greatest product at the least expense — and any equipment that reduces the cost of labor is a wise investment.

The compositor of ordinary talent can do the work of an artist if properly instructed.

Several years ago, when working at the case, I heard an employer address an employee and ask him what he was doing there. The man replied, "Thinking." The employer said, "Go to work. I can do all the thinking necessary around here."

Your employees should think, of course, but many think faster than others and produce even better results. In other words, there is a "star" man in the greatest demand in every composing-room. Take the best man you have and use him as a master mind for all your workmen. Let him lay out to picas all original jobs before they are given out. The result will not only be a saving of time, but a better

* NOTE.— We regret our inability to show all of the illustrations which illumined Mr. Southworth's address.

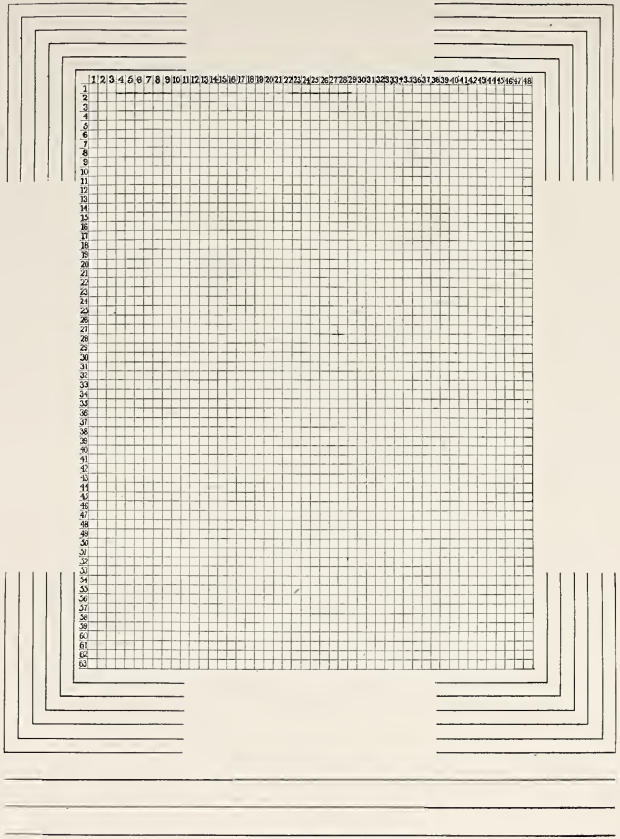


Fig. 1.—Layout Sheet, with Marginal Lines.

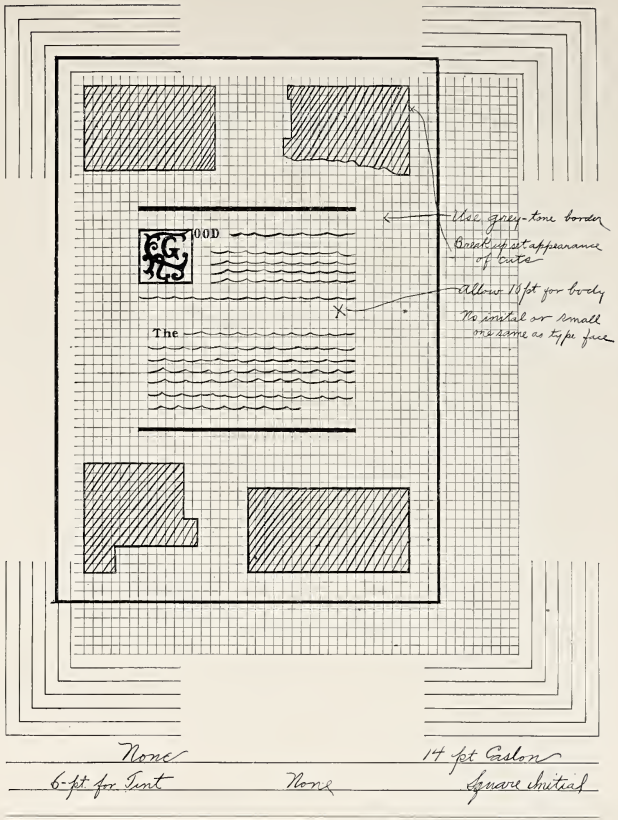


Fig. 2.—Layout Prepared in Composing-room and Rejected in Office, with Suggestions for Changes.

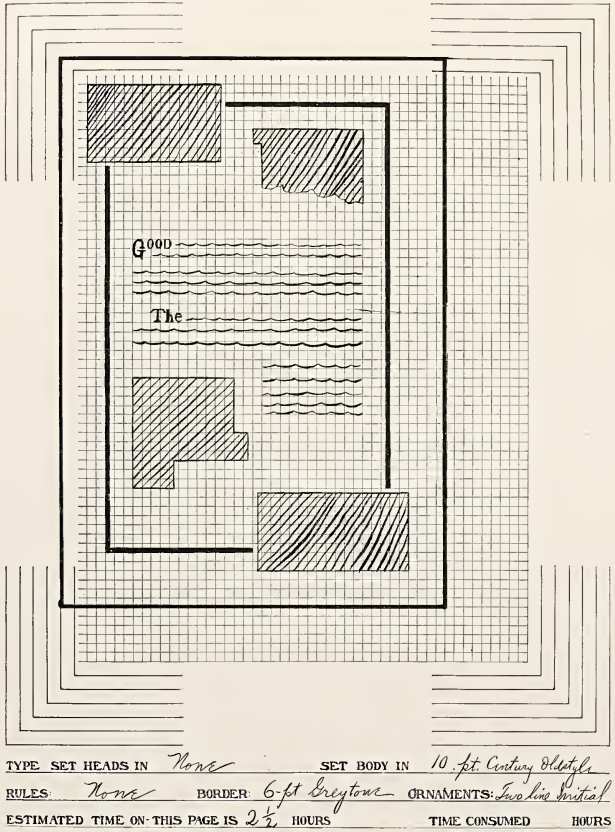


Fig. 3.—Showing Pleasing Effect Resulting from Changes Made as Suggested in Fig. 2.

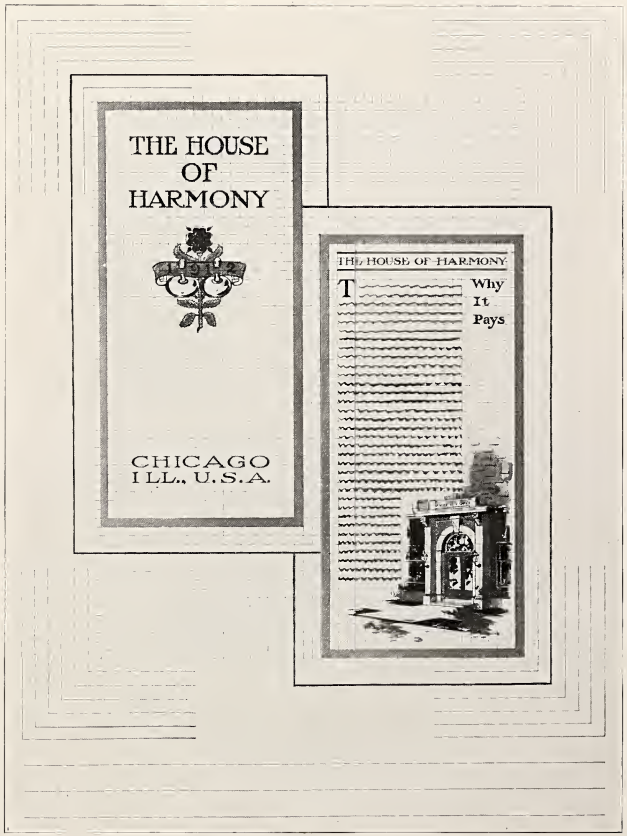


Fig. 4.—Illustrating How Two Layouts May Be Made on One Sheet—Showing One Page and a Title.

and more uniform style will be maintained. I am going to show you how I would use this talent:

Here is a layout sheet (Fig. 1), 12 by 16 inches, which allows for layouts up to 8 by 10½ inches in size, covering the ordinary run of work. The center is divided into even-pica squares numbered from one to forty-eight picas across, and one to sixty-three picas down the sheet, the outside corner lines are marginal lines of ¼, ½, ¾, 1, 1¼ and 1½ inches. Place these sheets in the hands of your best man — call him the layout man. With a little practice he can save hours of time by increasing the capacity of less proficient workmen.

The type layout for the job or advertisement is always started at pica one. At a glance, without measurement, the compositor knows the measure he is to set. There is no chance of error. The number is before him, as will be better explained by the layout. The marginal lines at the bottom are illustrated on another sheet.

We will now take an actual job, the customer's copy being on a sheet 7 by 10, the size of the booklet; four cuts to the page — two half-tones and two zincs. The natural thing for the writer to do is to paste an illustration in each corner of the sheet and write his copy in the middle; and the fact that he so did probably inspired this layout (Fig. 2).

The work on these sheets is done with a pencil, in the rough, but to illustrate plainly I have drawn them in color. The blue line [heavy black line as shown in the reproduction] designates the margin.

This layout was prepared in the composing-room, submitted to the office for consideration, and rejected. Note that this leaves the cuts in the exact position in which the copy was received, with small, even margins, and also that the cuts appear apart from the small amount of the text, for which fourteen-point was figured.

It was considered ordinary and not at all effective, and returned to the layout man with the suggestions noted on margin: "Use gray-tone border. Break up set appearance of cuts. Allow ten-point for body. No initial, or small one, same as type-face."

It is not an uncommon thing to have three or four of these layouts drawn on one job, where the work is of enough importance. You will notice in this draft (Fig. 3) that the set appearance of the cuts on the page is eliminated and that a margin has been maintained that adds considerable dignity.

Let us suppose that this page had been placed in the hands of the compositor, and that the time of experimenting had been charged. Few estimators to-day allow enough time for experiments, and the use of these sheets results in the saving of a cost that can and should be eliminated.

Speaking of "guesstimating," let us take particular notice of the lower line on this diagram — hours estimated and hours consumed.

This is an educator. Have each page carry with it on this line the hours estimated, and have department place thereon the number of hours consumed. If the hours estimated exceed the hours consumed, congratulate the estimator, for he is one of the few, and credit the hours gained to efficiency on the job. If, however, the hours consumed are more than the hours estimated, charge it to inefficiency on the job and notify the estimator of the loss.

In a few months' time it will prove conclusively the hours necessary to do a varied assortment of work.

We need such tests as these to prove efficiency, and I believe this is to be a step in the right direction.

I could dwell on these or similar sheets, but one more illustration will give you an insight into their value.

Here I have departed from the custom of drawing only one layout on a sheet (Fig. 4) to illustrate one page and a title, which is a good rule to follow on any manuscript job.

Select a type-face appropriate to the work, and perfect, to the best of your ability, two pages for the customer's O. K. before entering further time on the job. This eliminates all questions of type or style, and will also be a wedge in your favor in any charge for alterations.

Another good point illustrated here is that on straight-matter pages with marginal cuts, the proof of cuts can be placed beforehand in the most appropriate position, and the copy given to any compositor. He will know at a glance exactly where and how much to break his measure, and the exact uniformity of margins will be maintained.

The title of this sketch is the motto of our corporation, and does not stand for harmony in the product alone, but harmonious conditions in every department, and the workings of each department with the others.

If your product drags, and causes trouble, a thorough investigation will reveal a lack of cooperation, which is the greatest foe to efficiency, and the evil must be remedied, even at the sacrifice of a valuable man.

This condition is wrong. No matter in what rush the job may be, it is an error to throw it into the composing-room in its original condition, without first having it "doctored," at least so it will be legible.

The editing of copy by the proofreader before it is given to the composing-room is another means of reducing the cost. The compositor has the office "style" before him, and there is absolutely no excuse for delay or a dirty proof.

If the customer is informed of the fact that it would result in a saving to have manuscripts whipped into shape, he will be willing to provide typewritten copy or pay you to do the work for him.

If you have no set style of punctuation, composition, etc., there probably is no better work on the subject in condensed form than the United Typothetæ of America Style Book, which may be obtained by addressing the secretary's office, 1650 Transportation building, Chicago.

The greatest evil in the composing-room is the lead-pencil. I do not infer by this that the instrument is not necessary, but it is much abused.

Neither do I suggest that you put in time-clocks in small offices, which, of course, are a necessity in the larger offices.

I do say, however, that you should take the lead-pencil out of the hands of the compositor, so far as recording his own time is concerned. This can be done by placing it in the hands of a trusted employee, preferably the foreman, who can mark down the job number on the compositor's ticket when he takes the job and the elapsed time when he returns it completed, thus getting the exact time consumed. and not the time the man thought he used.

The time actually consumed — not the time that you figure — is your cost; and, when you know for a certainty the time required on a given piece of work in your shop, you will know whether your shop conditions are normal or abnormal.

Never allow a compositor to have two, three or four jobs at a time. If it is necessary to use him on another job, make him deliver the job in hand to the foreman, and record his time.

This method will avoid all chance of error in charging time to the wrong job.

Loss of time is credited largely to lack of material, and it is hardly necessary to mention the fact that fewer faces and greater quantity is economy.

Shortage of material is the greatest hindrance to your

success, and is, in many instances, the reason that the composing-room is dubbed the losing proposition. Look into it; there is not a reason on earth why it should not pay, if given the opportunity.

To aid in keeping your plant free of standing matter, two simple tickets* will be of value, the originals of which are 3 by 5 inches. The "dead" blank explains itself. If a form is to be held for the customer, then the "alive" blank should be dated and attached thereto, with the number of the slide on which it is placed, and at the end of the month its duplicate turned into the office to find out whether it can be released or not.

In the matter of distribution, in the smaller offices, if possible, it should be left to one man. In larger offices it should be placed in charge of one man, and he should be responsible. To accomplish this end he should be instructed that every man sent to him for this purpose must distribute jobs by their number and catalogue pages by proof. That is to say, that the distributor's name be placed upon each page of work that he handles. Fixing a liability definitely eliminates mistakes.

A good check on estimates can be easily incorporated that will secure the cooperation of your employees by having blanks prepared for the departments. Make your regular estimates, then call upon the various departments for their estimate. If theirs is higher than yours, change yours; but if the reverse is true, and yours is higher, leave it alone. If you get the job, make out the second slip and send it through with the ticket, and any honest workman will endeavor to deliver what he himself has passed upon, and will convince the men in his department that they must deliver. I find this scheme another very effective check on the estimator.

A "kicker" blank is used in several offices with good effect. It is in duplicate, folding up on the dotted line, size 5½ by 7 inches, folding to 3½ by 5 inches and tearing on the perforated line.

Where a charge for alteration time is made on a job, keep accurate time of the alterations on each page and attach the original to the proof for the customer, with the request that he file it for reference.

When billing the job, lump all alteration time and attach the duplicates of page alterations to the bill. In many cases this is not necessary, and that is why I call it the "kicker" blank; it certainly provides the best evidence of extra hours consumed that has come to my notice.

There is a great factor which I have not mentioned, and that is cleanliness. Mr. Roach — undoubtedly you have met this gentleman. Why is he so common to the average printing-plant? There is only one answer — "filth." It is not alone to exterminate him that you should wage a war that will drive him out, but cleanliness means a decided improvement in your output, and will save you more dollars in spoiled material than it will in insurance, and that alone will be no small item. Not only sweep, but scrub. The environment of a clean, sweet shop has a beneficial effect upon every employee, and there is no reason on earth why a printing-office should not be as clean as a perfect housekeeper's kitchen.

An Irishman having accumulated considerable wealth and having a craving for antiquities, purchased a grandfather's clock, which he wound with regularity, but which persistently refused to run. He at last decided to take it to a jeweler, and, being afraid an express man would damage it beyond repair, packed it down the street on his back. On his way he met a friend, who greeted him with, "Good morning, Mike. Say, wouldn't it be more convenient for you to carry a watch?"

Are you, like the Irishman, carrying the heavy burden, where a much lighter one would be more effective?

Franklin truly said, "The eye of the master will do more work than both his hands."

Upon the brain power exerted depends business life and growth.

The field in the industry is not limited, so do not be near-sighted, but keen to expansion, for the scope of the field your business covers is only limited by your own power of vision.

* NOTE.— Copies of these tickets may be had by writing the Munroe & Southworth Company, 1322 Wabash avenue, Chicago.



SKETCH BY S. J. KENNEDY, CHICAGO.

I DEEPLY sympathize with the earnest desire of the department officials to get rid of the deficiency they are fated to encounter every year, but I submit that the first real movement toward that end must begin with the substitution of a modern, up-to-date business organization for the existing antiquated system.— *Senator Carter.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Removing Magazine Entrance Partitions.

The following letter is from a Pennsylvania operator: "In the March (1912) number of THE INLAND PRINTER you gave instructions for replacing a broken partition in magazine entrance, and said in removing the rod in the curved plate to drive it if it does not move freely. I was discussing this with a machinist to-day, who says his attempt to drive out the rod resulted in bending the partitions. Is there danger of this, or was the machinist to blame? I have to put one in and should like to know."

Answer.— This rod always fits tightly and must be started by a smart blow. By using a rod of smaller diameter it should not cause the bending of any guides. Would advise the use of graphite on the rod before trying to start it out. When the end of the rod extends far enough to grasp with pliers, use this method and give a rotating motion to the right and left. This action will permit the rod to be taken out with the least resistance.

Bad Faces on Slugs.

A Missouri operator writes: "We have made an attempt to remove the pot mouthpiece on our linotype, but so far have been unsuccessful. We waited until it was cold and also hot, and then drove against the mouthpiece in the direction of the keyboard, using the cutting-stick of a paper-cutter so as not to damage the mouthpiece. So far it has refused to yield to this 'treatment.' The machine has been in the office about two years, and the mouthpiece-jets clog up on long lines, preventing a cast of a good line. During the two years the mouthpiece has never been removed and we are of the opinion that dirt has accumulated back of the mouthpiece, preventing a free flow of the metal after changing from a short line to a long line. Heretofore we have had no trouble in opening the hole after casting a number of long lines, and inserting a wire in the holes of the mouthpiece. Please advise what we can do to loosen the mouthpiece without jarring the machine to pieces."

Answer.— If the mouthpiece has been in place only two years it is probably not at fault, the trouble being elsewhere. Send us a slug the size you complain of, answering the following questions: How often do you clean the plunger? How often do you clean out the cross vents of the mouthpiece? How often do you clean out the hole on the side of the well? When did you put in the last new plunger? With answers to the foregoing questions in hand we probably can help you.

Distributor and Metal.

An operator in Columbus, Ohio, writes: "(1) I wish to ask you how I may remedy the bending of thin eight-point matrices in the distributor-box? The bending occurs mostly on the back edges. We filed back the seat of the matrix-lift so it could take up only one thin matrix at a time. It worked well for a time, and then the bending commenced again. Have no trouble with ten-point matrices. I have read page 53 of the 'Mechanism of the Linotype.' How can you tell if the bar-point is worn? If an eight-point or thinner matrix is pressed against rail, and there appears to be some distinct space between matrix and bar-point, would it show bar-point to be worn? (2) How can one tell when metal has deteriorated so that it ought to be sent to smelter to be treated? My impression is that the longer we keep metal the softer it gets, though it will make clear enough slugs for ordinary printing."

Answer.—(1) You should have sent us one of the bent matrices for our inspection. However, we believe you will have to put in a new bar-point. The space between the vertical sides of the top rails and the bar-point should just allow the thinnest matrix to pass. When testing, observe how high the upper ears of matrices clear the corner of the vertical side of the top rails. If it fails to clear one-thirty-second of an inch, adjust by the screw in the matrix-lift cam lever. First turn out on the screw and then in slowly while matrices are in the box until the lift just picks up the matrices. (2) It is a usual thing to add new metal to the old occasionally, as this maintains its tone and quality. Where it has been used for a long period without new metal being added, it loses much of its good qualities in the dross that is skimmed off. This dross should be saved and either refined or sold to the smelters.

A Leaky Crucible.

An operator in Florida writes: "(1) I have charge of a Model 10 linotype and am having trouble with the metal-pot. The machine is new, having been in use only about two months, but the pot crucible seems to be cracked, as metal drops down from the opening above the burner on to the burner. It only does this while the metal is being heated; throughout the remainder of the day the pot appears all right. We use a gasoline burner, and the metal has never been heated in less time than one hour and a half, usually about two hours. Would be glad if you could give me a remedy for this trouble, and also how to prevent a recurrence of same. Could the climate have anything to do with it? (2) Am sending you a matrix which is bruised on its lower front ear. Think it was done in the assembling elevator, as the matrices strike the elevator while assembling with unnecessary noise, sometimes bouncing entirely out of it on to the floor."

Answer.—(1) The climate has nothing to do with this trouble. The dropping of metal is quite likely due to the force exerted by the liquid metal under a covering of solid metal. Its tendency to expand when heated causes it to be forced through minute fissures or holes in the casting. As

a remedy, we suggest that you empty the pot, take out every drop of metal, and then put in a cupful of printers' lye in which a tablespoon of salt has been dissolved. Leave it in over night. The liquid should enter the fissures (if there are any) and cause the iron to rust. This will close the openings and should prevent further trouble. Remove the metal while the fire is going. Do not put in the lye until the pot is cold. The metal may be put in before the pot is dry, but the lid should be closed. (2) The damage to the matrix ears appears to be due to impact in the assembling elevator. This wear on matrices is normal, and you can not prevent it.

The following letter was later received from the operator: "About one month ago I wrote to THE INLAND PRINTER concerning trouble I was having with the metal-pot on the linotype leaking. I was given a remedy — that of letting printers' lye stand over night in the empty pot, you remember — which I immediately put to a test. Up to the present time I have had no further trouble with the pot leaking. I delayed letting you know the result of the test so as to give it a thorough try-out."

Damaged Mold Liners.

An Arkansas operator writes: "Some time since I sent you a slug from our Model 5 machine with the request that you give me a remedy for the overhang on the left end. You suggested that I try adjusting the left vise-jaw. I did this and cleaned the mold, but the trouble continues just the same, and the liner shows a depression as per enclosed slug. I would be very glad if you can give me a remedy for this trouble, as it is ruining thirteen-em liners about as fast as we can order and put them on, and the front office is beginning to ask me some very pertinent questions as to the cause of so much expense for these liners, two of which are enclosed herewith."

Answer.— The slug has a fin on the left end, and has a slight overhang of the face on the right end. On the slug received from you some time ago there was no fin on the left end; probably it had been broken off in transit. There was a slight overhang, however, just as appears now on the right end. We believe your trouble started about as follows: The liner received a bruise on the outside end that raised a slight bit of metal on its upper surface. This prevented the mold-cap holding it in place, and as it was moved out a trifle when the slug was ejected (because the right end is bruised and rough) it remained out until forced in by the left vise-jaw when the disk advanced to cast. The right edge of left vise-jaw is the place that the liner impinged upon, consequently it wore the liner down, with the result you see on the slug — a fin. The remedy lies in buying a new liner. You also need a new right-hand liner, for it is damaged also. Before putting in the new liners, remove the mold and clean it thoroughly by scraping it with a piece of brass rule. Nothing harder should be used. If the mold is kept clean and you keep the cap-screws tight you should have less trouble. If liners are allowed to work out they will be damaged by rubbing on the left jaw and soon cause fins to appear on the slugs. In order to prevent such troubles you will have to see that the mold-cap and base are kept free from particles of metal, so that the pressure from the mold-cap will hold the liner in place. Sometimes the mold-cap is warped and will not bear tight enough on the right end of the left liner to hold it in place, flush with the face of the mold. In such a case it should be sent to the Mergenthaler Company to be straightened. You can tell if it is warped by removing it and laying it on a clean imposing-stone and rubbing it a few times; it will then show where it is low. You can tell also by laying a machinist's straight-edge over the ribbed side of the mold. If you decide it is warped send to the Mergenthaler Company for a "utility mold" that you can use while the company is fixing your old one.

Metal-pot and First Elevator.

An operator in Montana writes: "Kindly put me right on the following points: (1) The Model 3 on which I am working has been giving trouble in the metal-pot. For the past three years it has been necessary to keep a torch on the surface of the metal in the pot in order to keep it from freezing. It is possible sometimes to work several hours on a small slug, but just as soon as the sixteen-point recess or pica slug is put on, the surface of the metal freezes unless a steady flame is applied. The pot was repacked several years ago, but I do not know what kind of asbestos was used. However, the same trouble occurred before the pot was repacked. New metal has recently been purchased and old metal toned up. (2) Quite frequently a letter or two on the right-hand side of the line will fall out of the elevator-head just before the line is transferred to the second elevator. The letters interfere with the carrying of spacebands to the box, and sometimes they get in the spaceband-box and clog the spacebands. Just after the line rose from the casting position I stopped the machine and noticed that the right-hand side of line seems to set too far to the right in the elevator-head — the last letter setting directly against the pawls instead of inside of them. In the slug the letters overhang on the right side, but after I had adjusted the right-hand vise-jaw the letters still set against the pawls in the elevator-head."

Answer.—(1) In regard to the apparent lack of heat, you should place a thermometer in the metal and see what degree of temperature is registered. It should be approximately 550 degrees. This will enable you to determine if the fault lies with the metal or with the heat. If the temperature does not rise to this point it shows there is a lack of heat. To remedy this defect you will need to look after the burners and the gas supply. Your burners should show a full flame and the supply of gas should come through a ½-inch pipe or larger. If your gas supply is ample and the flame full, without blowing, it may be there are obstructions in the outlet to the chimney. The chimney should be explored with a piece of wire to remove soot, matrices and other obstructions; and finally, with a bellows, blow out the loose particles of soot. If the metal is too hard it will require a greater heat than 550 degrees to make it flow properly, so the remedy in this case will be to secure a proper blend of metal. (2) If matrices fall off the first elevator it may be caused by the pawls not extending into the elevator sufficiently, or it may be due to the back jaw having been deflected from the front jaw. Test by placing a matrix on the front jaw and observe the space between back jaw and back ear of matrix. There should be but a slight clearance.

Recent Patents on Composing Machinery.

Linotype Slug Saw.— C. L. Mohr, Janesville, Wis., assignor to Mohr Manufacturing Company, Chicago. Filed October 18, 1911. Issued August 27, 1912. No. 1,038,673.

Short-type Composer and Distributor.—W. A. Twining, Cleveland, Ohio, assignor to National Printing Machine Company, Cleveland, Ohio. Filed December 14, 1907. Issued August 27, 1912. No. 1,036,751.

GOOD WORK.

"That novelist says he takes his characters from real life."

"He should be encouraged to keep on taking them," replied Mr. Growcher. "The fewer like them in real life, the better." — *Washington Star.*



AUTUMN

Copyright, 1912, by August Petrtyl, Palette and Chisel Club, Chicago

Engraved and printed by The Henry O. Shepard Company, Engravers, Printers and Binders, 632 Sherman Street, Chicago.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Hours and Minutes.

E. C. S., Kamloops, British Columbia, writes: "Will you kindly advise me as to which is the right way of punctuating the following? '12;30 p. m.— Luncheon.' I claim that the foregoing is correct. While I am willing to admit that I believe there is more than one correct way, I fail to see that '12.30 p. m.: Luncheon,' which is the way I was told to set it, is correct."

Answer.— There is nothing incorrect in either of these forms except the semicolon in the first, which may be accidental. The letter was typewritten, and the semicolon may have been intended to be a colon. If that is so, the question may not be meant to apply to the form of the time only. But that is the point of most general interest anyway. The rest may be dismissed with merely saying that one way is as good as the other, and the only choice depends on the preference of the one for whom the work is done. It would be hard to decide whether hours and minutes are more often separated by a colon or a period. No one uses a semicolon. My own preference is for the colon, because that keeps it different from the form used for decimals. De Vinne says: "Hours are usually separated from minutes by a period, as in 11.30. Sometimes the period is inverted, as in 11·30, and sometimes a colon is unwisely used, as in 11:30." Mr. De Vinne would not have found it easy to tell why he said the colon is "unwisely" used. Horace Hart prescribes the period. The Style-book of the United Typothetæ of America and McDermut's "Typographic Style-book" both say, "Use the period to separate hours and minutes and the colon to separate minutes and seconds," but neither of them gives a reason. The "Stylebook of the Chicago Society of Proofreaders" and the "Manual of Style" of the University of Chicago Press both say to use the colon between hours and minutes.

A Useful Text-book Needed.

E. E. R., West Berkeley, California, writes: "Will you advise me where I can obtain a text-book on spelling and punctuation? If possible, I should like to get a book small enough to carry with me, so I could study it going to and from work. What I want is a book that covers punctuation fairly well and gives some rules for spelling, with a list of words commonly misspelled."

Answer.— This suggests a possibility of making a very useful book, of a kind not now in existence to my knowledge. A small book is called for, but one involving so much work that its maker might never be paid for his labor. The nearest approach to what is asked for, so far as I know, is my own book on "Punctuation," published by D. Appleton & Company, New York, price $1. It includes a list of words ending in *-able* and *-ible*, but nothing else by way of help in spelling. A "Manual of English Pronunciation and Spelling," by Soule and Wheeler, published by Lee & Shepard, Boston, gives rules for spelling and a large list of words; but it has nothing about punctuation, and is rather large, although an earnest student might not find it too large. It is about eight inches high and five inches wide, and contains 467 pages. The same firm publishes Benjamin Drew's "Pens and Types," which is a very useful work, small, and treats punctuation fairly, besides giving a somewhat meager list of words spelled variously by different authorities, but no rules for spelling. But the best book I know of, as giving general information about type-composition, though naturally I think my own treatise on punctuation is better than what this book has on that subject, is De Vinne's "Correct Composition," published by the Century Company, New York. "Words commonly misspelled" might include almost every word in the language except the easy ones that everybody knows how to spell. No selected list is likely to include every word that is subject to doubt. The only source of information that will meet such demand is the largest dictionary.

Compounds and Divisions.

M. D. M., representing the magazine *American Photography*, Boston, Massachusetts, writes: "On pp. 713 and 714 of a recent issue of THE INLAND PRINTER are two short articles by you which are of great interest to us. In the first place, it is interesting to read your remarks about dictionaries, but we question whether any dictionary can be as good authority on usage as such a book, for example, as Prof. Hill's 'Beginnings of Rhetoric and Composition.' It seems to us that your work, as outlined in the article, should make the new edition of the Standard a much more useful book. Now, regarding hyphens, I believe that they are not used often enough, particularly where the construction or word-order is such that an ambiguity might arise. In our own magazine it is a question whether or not to hyphenate such compounds as printing-frame, fixing-bath, developing-tray, lantern-slide, etc. In the case of the last, we have recently ordered the proofreaders to set it as one word, following our usage on such compounds as overexposure, underexposure, highlight, halftone, background, etc. We should be much pleased to learn your opinion on some of these points. Our editor and our proofreaders argue that a hyphen should never be used if it can be avoided, whereas I note with approval your statement that in the new Standard 'every one of these words has a hyphen.' It seems to me that when two words are used to form a compound noun they should be joined by a hyphen if relatively new, and used as one word if long established.

"The vexed point is the compounds like printing-frames, in which there is a possible confusion for the eye when the hyphen is omitted. Would you think it advisable to run them as one word? It is a difficult thing, in prac-

tice, to get the hyphens in where the editors think they belong without running up a big bill for authors' corrections. Referring now to the other article, about divisions at the ends of lines, should you vote for photo-grapher or photog-rapher? It has seemed to me that the first is preferable because of the etymology, photo, stem of photos, and graphein, in which, I think, the Greek would hardly admit the separation of the gamma from the rho. In general terms, are you in favor of hyphens or single words?

"Please note also our practice in the case of formulas, as in the enclosed clipping from the magazine. We prefer to omit the punctuation just before a formula set in six-point in an eight-point page. In fact, the tendency of our printer is to rob us of punctuation to such an extent that the eye runs on when it should be gently checked by a comma, for instance, and thus musses up the sense. It has always seemed to me that punctuation is intended to help the eye, whereas the modern tendency is to withdraw such help and forbid one to vary sentence-structure for the sake of ease and variety of style."

Answer.— All unabridged dictionaries are the best authorities possible on usage, if people know how to use them. Each word in them is defined in each of its established senses, and differences between synonymous words are explained in separate paragraphs. The Standard Dictionary contains, besides, a separate department on "Faulty Diction," the matter of which is preserved in the new work, but distributed into various places in the vocabulary order. Professor Hill's book is none the less good and useful, but its only real advantage over the dictionary consists in having the rhetorical phases of language treated collectively.

My opinions on hyphens are given much more fully in the Standard Dictionary than they can be given here. I also believe they are not used often enough. It is a simply astounding fact, though, that this phase of the English language has been so little studied and systematized, and literature shows great confusion. I should never have any of the terms mentioned in the letter without a hyphen, except background and those with over and under. In general terms, I am in favor of hyphens in certain classes of words and of solid words in other classes. The hyphen connecting two words makes the form so produced a single word; hyphen means "into one"; and a solid word made of two words is a compound word just the same as if it had a hyphen. Until I began work on my first book, "The Compounding of English Words," I thought I was firmly convinced that hyphens were simply useless nuisances; but a little real study convinced me otherwise, and a little more study confirmed that conviction. That work induced Dr. Funk to ask me to edit that department of the Standard Dictionary, which I did. I first made a list of all compound words as I would have them appear, and that list was submitted in print to hundreds of scholarly men for criticism and suggestion, with the result that the whole matter was left in my hands without restriction. Afterward that list was published separately, as "English Compound Words and Phrases," which is just now out of print. The forms will be unchanged in the new Standard.

If I edited the magazine, or anything else, I should insist on having the proofreader supplied with that book, in which I should mark changes and insert new words from time to time. I should instruct him to make that list final authority and to consult it freely, but not often enough to involve serious loss of time. He would soon learn that certain classes of words all have the same form and what that form is, and thereafter would need to look up his authority comparatively seldom. Meantime I should not insert hyphens as authors' corrections except when the sense is changed or obscured by their absence.

As to divisions at the ends of lines, I thought I had expressed my choice very clearly in the article referred to. The etymological idea would not work as a guide in any but the familiar words like the one instanced. No practice is possible for general understanding except to divide into syllables, and a syllable is a sound. The sounds in the word are pho, tog, ra, and phy; therefore the only possible correct division is pho-tog-ra-phy. Greek would not admit separation of the gamma from the rho, but what is in question is English, not Greek.

As to punctuation in the special places referred to, some of these places are correctly left without a point, namely those where the formula follows the word "is." Where the formula is introduced by "as follows," or "for example," a colon and dash precede it in one instance and a colon only in another. The dash is utterly useless; the colon only is right. Some of what else I might say about punctuation is said herein in a separate article. My way would be to punctuate my manuscript and insist on having the printers reproduce it without change.

Written for THE INLAND PRINTER.

THE VALUE OF PUNCTUATION.

BY F. HORACE TEALL.

EVERYBODY knows — everybody who knows anything of such matters — that proper punctuation is helpful in reading-matter, because it serves to determine the exact meaning. Improper punctuation frequently has the opposite effect of making the expression obscure. In fact, there is little that can be said about this that has not been written many times before, but some good result should follow a new presentation of the subject, which is still often misunderstood.

John Wilson's "Treatise on English Punctuation" is the most noted work of its kind. Here are a few sentences from its twenty-fourth edition, being but a small part of an introduction well worth careful study in full by every person: "It is indisputable that punctuation does conduce to make written language more effective, by exhibiting with greater precision and definiteness the ideas, feelings, and emotions of an author, than could be accomplished by a mass of words, however well chosen, if brought together without those peculiar marks which show the multifarious varieties of union or of separation existing in thought and expression. For what is punctuation, and what its aim? It is the art of dividing a literary composition into sentences, and parts of sentences, by means of points, for the purpose of exhibiting the various combinations, connections, and dependencies of words. And what is this process but a means of facilitating that analysis and combination which must be made, consciously or unconsciously, before we can penetrate to the very core of an author's thoughts, and appropriate them as food for the life and growth of our own minds?" The rest of the first section of the introduction, which is headed "The Importance and Uses of Correct Punctuation," is equally entitled to careful consideration. But one fault seems apparent in it, and that was not so likely to be thought faulty when it was written as it is now. It consists in superabundance of pointing. Practice has changed greatly in the meantime.

A common misapprehension exists in relation to the subject, which may possibly have arisen from the unneces-

sary frequency of punctuation-marks in print when Wilson wrote. Most people, or at least many people, think of the art of punctuation with reference only to its prescriptions for insertion of points, while in fact it includes equally the proper exclusion of points from places where they are erroneous and from others where they simply are not needed.

It must have been such misapprehension that led to the following expression of opinion in the *Times* of Washington, D. C., in 1898: "A treatise on 'Punctuation,' by F. Horace Teall, has just appeared. Such a treatise is not quite as necessary now as it might once have been, owing to the prevailing fashion of writing in a style which insures clearness independent of punctuation." The existence of such a prevailing fashion, now or at any time, would be as hard to prove as any other impossibility. It would not be half so hard to prove that such a treatise is needed now as much as ever.

The principal of a school, on being asked to look at the same book, exclaimed, "We have no use for punctuation." Of course he meant that he did not think much of books on the subject, and it must have been because they generally have so many rules that it is too burdensome to learn them. He was so sure that such a book must be so written that he would not even look at one that would have proved otherwise at a glance. Instead of Wilson's twenty rules for commas and twenty exceptions — really forty rules — it gives just one short and clear rule, with examples of its various applications.

We may presume that the critic of the *Times* would approve as clear without punctuation the following, from the *Sun*, New York, where it appeared without a comma: "Neither when the Department of Justice decided to conduct its suit against the Standard Oil trust nor when it proceeded against the sugar trust nor when it proceeded against the tobacco trust nor on any other occasion when any other suit was undertaken nor in connection with any piece of legislation nor in connection with any appointment nor in connection with any other act of any kind whatsoever by the Administration did any man ever come to me or approach me directly or indirectly and ask for any favor or that any action be done or left undone because of any contribution to the campaign."

But is it not vastly improved by insertion of the commas that unquestionably should be in it? Here it is with the commas: "Neither when the Department of Justice decided to conduct its suit against the Standard Oil trust, nor when it proceeded against the sugar trust, nor when it proceeded against the tobacco trust, nor on any other occasion when any other suit was undertaken, nor in connection with any piece of legislation, nor in connection with any appointment, nor in connection with any other act of any kind whatsoever by the Administration, did any man ever come to me or approach me, directly or indirectly, and ask for any favor, or that any action be done or left undone, because of any contribution to the campaign."

Here is another quotation from the *Sun:* "Mr. Taft's campaign is already in the waste basket. The fight now is exactly what it was in the Presidential primary States — it is anything to beat Roosevelt. Look at that great turnout of the miners in Wilkesbarre. What does that mean? That these plain people, these good, hard working men are enlisted in the Penrose cause, a cause which has always been measured high and low, by and wide by the use of money."

Two more commas should appear in the last sentence, but their presence or absence is of no importance comparable to the error for which it is quoted. Mr. Perkins spoke of a gathering to hear Col. Roosevelt speak. As the last two sentences are printed they appear like question and answer. The point at the end should be a question-mark, not a period, and any schoolboy should know enough to use the proper mark. Mr. Perkins's meaning is very plainly shown by context to be the same as if he had said, "Does it mean that," etc. With the period at the end he is made to assert that it does mean that those men are enlisted in the Penrose cause, when he really says, by implication, that it does not mean that.

What does all that is said in this article mean? That proofreaders should know punctuation better than they do? Yes, better than some do. Many proofreaders are, of course, excellent punctuators. Many are at least as good as the author of the book mentioned, including a large number who do not always punctuate exactly as he would. That is largely why that book gave but one rule for the use of commas, and left as much freedom as possible for unimportant variations in their use. Any punctuation that actually helps to make reading clearer is good punctuation. Any other is bad. And it does not always follow that a long sentence needs commas.

Lessons in punctuation are more needed by writers than by proofreaders. Every writer should consider punctuation as important an incident of his work as the words themselves, for he may find his meaning frequently perverted, even by a good proofreader, if he does not punctuate it himself. A medical student got his diploma by having the writer of this punctuate his thesis, which could only be done correctly by questioning the student as to his exact meaning. His thesis was excellently worded, but full of expressions whose meaning would be perverted by a misplaced comma, or by the absence of a needed comma or the use of one not needed.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

It is idle to take up such questions as apportioning the cost for carrying second-class mail matter or the proper compensation of railroads for transporting the mails until we shall have established business methods in postoffice affairs by a reorganization of the whole postal system.— *Senator Penrose.*

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34.

On page 876 of THE INLAND PRINTER for September was announced Ad.-setting Contest No. 34, together with the copy and rules. This contest promises to be even more interesting and helpful than any which have gone before, as the ad. is a larger one, giving more opportunity for the display of talent. The number of entries up to the time this article was written was not as large as usual, owing no doubt to the ad. being a large one. This has always been the experience with these contests. Where the ad. is small, requiring but little work, the number of entries is large, while fewer compositors are willing to undertake an ad. requiring more thought and labor. This condition has its advantages, however. It makes it practically certain that there will be enough sets of ads. to go around, thus assuring every compositor who enters, no matter if he does get his specimens in late, of a set of the ads. It is doubtful if there will be many more than one hundred entries, and as there will be two hundred sets of ads. there is apparently no question but what there will be enough for every compositor who enters. The contest does not close until October 25, so there is ample time to enter, and perhaps the last one in will be the best and the compositor will enjoy the distinction of having his work reproduced as an example to others of the best arrangement. Those who miss this contest will undoubtedly miss one of the best. Look up the copy and instructions in the September issue and send in your entry as soon as possible.

Progress Edition of the Williamsport News.

Last month the Williamsport (Pa.) *News* published an "Industrial Progress Edition" that was not only a very creditable number but contained a rather unique feature. The regular size of the *News* page is seven columns, but in the second section of this issue each page was divided into two pages of four columns each, making an attractive twenty-page magazine form. Twenty-five thousand extra copies were printed of this issue, and this in connection with the novelty in shape probably aided materially in securing the very satisfactory showing of advertising.

"The Nation's Business."

Something new in the way of a periodical—the *Nation's Business*, published by the Chamber of Commerce of the United States—appeared early in September at Washington. It is a seven-column, eight-page newspaper, designed to learn and exploit the resources of the United States. As stated in its leading editorial, the motive of the *Nation's Business* is "to place before the editorial writers of the country and the officials of organized efforts the constantly varying phases of development connected with the resources of the nation, so that knowledge may be widely increased and constructive suggestions become quickly known in every nook and corner of our far-flung territory." The paper carries no advertising. It will be sent regularly to those interested for $1 for twenty issues.

How Not to Set a Program.

If the expression had not been "canned" long ago, the program reproduced herewith might easily be termed a "horrible example." The compositor did not go so far

TO-NIGHT

ETHEL TUCKER AND COMPANY

IN

THREE ACT COMEDY

"BABY MINE"

Cast of Character

Col. Bowser	Mr. Ebward Hearn
Mal. Meekman	Mr. Lee G. Tyrrell
Jerry Fast	Mr. Melvin Mayo
Harry (That awful boy)	Mr. Edw. J. Battreall
Prof. Thompkins, (of Albany)	W. H. Ruswick
Mrs. Bowser, - Babys Mother -	Miss Ethel Tucker
Mrs. Meekman	Miss Alice Errol
Lucy Mason - The baby -	Miss Helena Shipman

SYNOPSIS

Act 1. The Baby Arrives.
Act 2. Who Owns the Baby?
Act 3. What Shall We Do With the Baby?

A "horrible example" in programs. Note the spacing and different faces of types, column alignment, etc.

wrong in selecting the relative sizes of display, but note the spacing and note particularly the different faces of type, the wrong fonts, and the perfect (?) alignment of the second column in the "Cast of Characters." This specimen was submitted by Edward C. Sterry, of Kamloops, British Columbia, who suggests that the compositor enroll at once as a student of the I. T. U. Course.

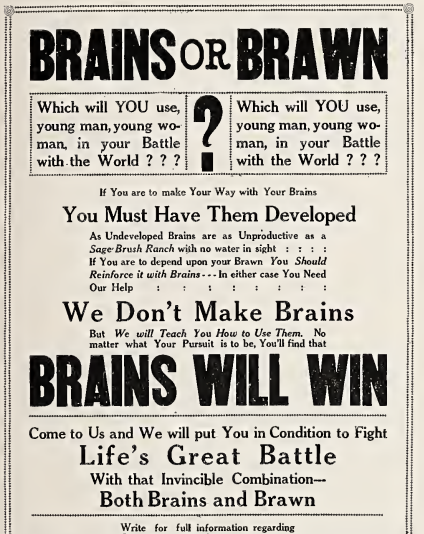
"Big Four" Papers Progressing.

William J. Ellis has a string of four papers in Bucks county, Pennsylvania, known as the "Big Four," which are experiencing a period of rapid progress. Two of these—the

Delaware Valley Advance, of Hulmeville, and the Yardley *Review* — he has had about six years, but the other two — the Morrisville *Monitor* and the Langhorne *Leader* — were started only last November. Last month it was found necessary, on account of the increased advertising patronage, to double the size of all of these papers, making them eight pages of eight columns each. All four papers are printed at the home office in Hulmeville.

Largest Theater Ad. Ever Published.

Theaters are usually satisfied to use ads. in the newspapers of one or two inches, with an occasional display of ten or twenty inches in Sunday editions, depending upon the reading columns (free) for the bulk of their publicity. But the Gayety, "Omaha's Fun Center," broke all records when it used eight full pages in a single issue of the Omaha *Bee* to announce the attractions which had been booked for the opening theatrical season. Only about half of the space was devoted to display advertising of the different plays, etc., three or four columns of each page being given over to reading-matter descriptive of the plays and players. The *Bee* recently published a twenty-four page ad. for a local business house, announcing an anniversary sale. The manager of the Gayety decided that if a big ad. was a good



No. 1.— From John Z. Reed, of the Deadwood (S. D.) *Telegram*. Large lines too nearly the same size for the best effect.

thing for a department store it would be a good thing for a theater, and he acted accordingly. There may be other theatrical managers throughout the United States who think the same way, or would think so if it were presented to them in the right light.

Criticism of Ad. Display.

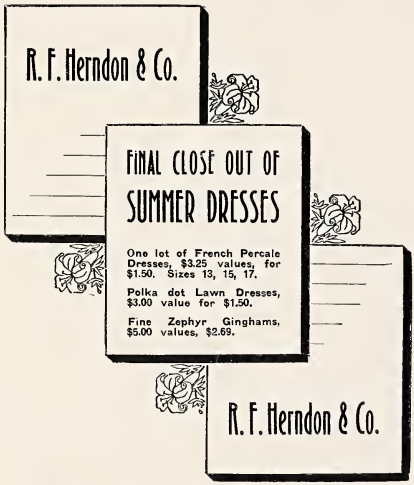
Every month the number of ads. sent for criticism increases, and the last thirty days the increase has been more marked than usual. This is pretty strong evidence of a sincere wish on the part of compositors to improve their



No. 2.— From H. Mahraun, of the Muscatine (Iowa) *Journal*. A little more crowding of the body would have relieved the upper portion.

work, and the advice given in these criticisms is intended to aid not only those who sent in the particular ads. which receive comment, but the ads. are reproduced and the advice given in such a way as to be of benefit to all who read. One of the first ads. received was a full page (No. 1) from John Z. Reed, of the Deadwood (S. D.) *Telegram*. The arrangement of this ad. is good, but the display aside from the two large lines is too nearly the same size. The four lines starting "Come to us" should have been all the same size, and if "Rapid City Business College" had been larger the ad. would have been better balanced. George Bryant, of Paterson, New Jersey, sends two large ads. composed of over fifty panels each. It is regretted that these are too badly creased to reproduce. The only criticism of these ads. is that the articles advertised in the panels are not sufficiently prominent to correspond with the prices. While black figures are advisable, the article should also be displayed in order to make the prominent figures effective. No. 2 is a full-page ad., set by H. Mahraun, of the Muscatine (Iowa) *Journal*. Here is an ad. that had a lot of lines to be displayed, and Mr. Mahraun did well with it. If the body had been crowded together a little more it would have relieved the upper portion. The placing of the black rules at either end of a line to make it a full line is a mistake, and this is particularly true in reference to the first line in this ad. It would have been much better to have run a rule clear across underneath this line, or to have overcome the difficulty in the same manner as at the bottom of the ad.; a few words on either side in reference to the date of the

sale could have been used to advantage. No. 3 comes from J. J. Marx, of the Springfield (Ill.) *State Register*. This is a good piece of work from a typographical standpoint, and the effect would have been even more striking if the ornaments had been omitted. It is a question whether it is advisable to adopt an arrangement of this kind where it necessitates the use of type which is so condensed as to be almost illegible. J. B. Miller, of the Bucklin (Kan.) *Banner*, sends a double-page ad. which is too large for satisfactory reproduction. This is unfortunate as it is well balanced throughout. Several excellent ads. come from Elmer E. Lore, of the Emporia (Kan.) *Gazette*, and another full page (No. 4) is selected for reproduction, as it shows the advantage of a liberal amount of white space between panels. Note how nicely each stands out, not only giving added emphasis to each group of bargains, but making the whole ad. a model of typographical neatness. If it were not for the illustration in the upper corner the principal display at the top would certainly have been too small, and even as it is, a larger line would be advisable. The next ad. (No. 5) is quite a different proposition. This was set by a printer on the Indianapolis (Ind.) *News* who failed to sign his letter. Here is an ad. badly crowded but well balanced and nicely displayed. The sameness is nicely relieved by the use of rules of three different kinds around the panels, each group of bargains being emphasized by contrast with the groups adjoining. From a large number of ads., mostly full pages, sent by T. J. Jude, of the Racine (Wis.) *Journal-News*, one is selected (No. 6) on account of its novelty. It is doubtful if the casual reader would notice



No. 3.— From J. J. Marx, of the Springfield (Ill.) *State Register*. A more striking effect would have been secured by omitting the ornaments.

that the heavy rule outlines the letter " F," which is the initial of the advertiser. The initial in the first display line should have been larger, in order to draw more attention to this feature. Mr. Jude sets some excellent ads., his only difficulty being an apparent failure to realize the value of white space, as he always uses type which will fill every corner. Next is a double-page ad. from B. Franklin, of the Corpus Christi (Tex.) *Democrat*, too large for reproduction. This is unfortunate, as it is an excellent piece of composition. The only improvement might have been the use of rules of different sizes around the panels similar to those in No. 5. Two kinds of rules are used, but the contrast is not sufficiently marked. Alfred Steinman, of the Modesto (Cal.) *Herald*, keeps me well supplied with good ad. specimens, his latest contribution consisting of about fifty samples. One of these is reproduced (No. 7), as it



No. 4.— From Elmer E. Lore, of the Emporia (Kan.) *Gazette*. The advantage of a liberal amount of " white " is here illustrated.

shows an unusual border and cut arrangement. One good feature of Mr. Steinman's work is the good use he makes of white space. He nearly always manages to have liberal margins and ample space between panels. For the benefit of those who contemplate sending ads. for criticism let me request again that such ads. be mailed flat. It is practically impossible to examine and compare ads. which have been tightly rolled, as they will not lie flat. Ads. may be folded, but even then it is not advisable to fold them smaller than about 8½ by 11 inches. Address all letters and ads. as directed at the head of this department.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Bucklin (Kan.) *Banner*.— Your " Educational Number " was nicely arranged, but it was too bad that you had to run pages 2 and 11 blank. If you would use a little more impression it would be an improvement.

Corpus Christi (Tex.) *Democrat*.— Your paper is an exceptionally attractive one from every viewpoint. It would be better if heads of the same size were not run in adjoining columns, and if advertising was

eliminated from the first page, but the ad. display, make-up and press-work are all so neatly done that it takes away much of the feeling of opposition to these details.



No. 5.— From a printer on the Indianapolis (Ind.) *News*. Well balanced and nicely displayed, but badly crowded.



No. 6.— From T. J. Jude, of the Racine (Wis.) *Journal-News*. An unusual arrangement.

Modesto (Cal.) *Herald*.— There is still room for improvement in the presswork — a little more impression would make a big change in the appearance of your paper. Some of the lodge emblems on the sixth page appear to be completely worn out. Advertisements and make-up are excellent.

CONCRETE WITH SOAP IN IT.

A new and rather curious use of soap has been found by engineers, who have begun to mix it with concrete to make the concrete water-tight. How so soluble a substance as soap could effect this result seems a little difficult to see, just at first; but we are told that the soap used does not remain soap, but unites chemically with other constituents of the cement to form a water-tight binder. The matter assumes importance, we are told by a writer in the *Revue Scientifique* (Paris), when we desire to build a concrete reservoir, conduit, or basin. The soap process seems first to have been described in a German publication, *Beton und Eisen*, which assures us that it is simple, economical, and effectual. Says the French paper:

"Soapy water is used in mixing the concrete, the amount used being six to eight pounds of ordinary potash soap, known as 'green soap,' for each cubic yard of concrete. It is even possible to waterproof concrete walls already made, by applying a coating, in two successive layers, of soap-water concrete. The best plan is to make the first layer of small broken stone about half an inch in diameter, bound



No. 7.— From Alfred Steinman, of the Modesto (Cal.) *Herald*. Mr. Steinman makes good use of white space.

with cement mixed with soap-water in the proportion of 800 pounds of cement and 30 gallons of water to the cubic yard. This layer is put on 3½ inches thick. The second layer, which is only half an inch thick, is of a mortar made of one part cement, three parts of fine sand, and a proper amount of soapy water. It seems that the free lime which cement always contains gives rise, by combination with the alkalin elements of the soap, to a calcium oxid that is impermeable to water and fills up all the pores of the concrete." — *Translation made for the Literary Digest.*

DANGERS IN THE CELLULOID INDUSTRY.

That the peril of celluloid working is not confined to its inflammability alone is pointed out in the new regulations in regard to the working and finishing of celluloid articles, issued by the ministry of Saxony. According to a statement accompanying these regulations, there is also the danger of poisoning by prussic acid, which is produced when celluloid burns. Experiments, made by the Hygienic Institute at Leipsic, have shown that 5 grams of celluloid scraps ignited in the open air will produce about 0.05 grams of prussic acid, a quantity sufficient to kill one person. The danger is increased when celluloid working is done in the small rooms of private dwellings with poor ventilation.— *The Keystone.*

A Study Course in Advertising

LESSON VIII.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

WHILE the history of advertising takes us back, some claim, as far as the Middle Ages, the advertising of to-day is distinctly a modern institution. It is only within the last few years that the work has been given over to the specialist — the trained advertising man. But the merchants, even in the smaller cities, are rapidly realizing that advertising, if not a profession, is an art requiring an amount of training and skill which they have not time to acquire. Yet in the face of these facts the advertising man is not ever likely to find his task an easy one. The successful merchants, and consequently those who do the most advertising, are shrewd business men, and invariably look for a liberal sprinkling of business acumen and common sense in those to whom they trust their advertising problems. There is a widespread notion that an advertising man needs only a command of the English language to be successful. Some advertising men accept this notion, though they are becoming harder and harder to find, and herein is the beginning of much trouble.

The work of the advertising manager requires certain executive ability, a good fundamental knowledge of business conditions, an understanding of the principles of salesmanship, and a working knowledge of human nature.

The advertising manager must know how to spread his appropriation over a given period of time in a way that will reach the greatest number of people at a time when they are in a purchasing mood. If he is working in a manufacturing center where the factories pay on Monday, he must use the Monday evening and the Tuesday morning papers with copy that will reach this class of buyers. He must know the class or classes of people who are the logical and natural customers for his store, and make the proper appeal to them.

He must know the seasons in which his various articles of merchandise sell most readily. He must judge with reasonable certainty how far it will be possible to push an out-of-season piece of merchandise. For example, if he knows that a sufficient number of the store's natural customers go South in the spring, it will pay him to advertise suitable articles to them — straw hats, light suits, bathing-suits, cameras, thermos-bottles — according to the business he is advertising.

It is clearly understood that the ultimate end of all advertising is to sell goods, yet the advertising manager must know, in so far as the immediate effect is concerned, that retail advertising should be divided into two classes — namely, that which secures new customers and that which promptly moves goods. To be sure, general local advertising, which has for its immediate effect the gaining of new customers, will undoubtedly sell some goods promptly, and so bargain local advertising will attract some new customers, but as we get a little deeper into the subject it will be seen that each class, while always overlapping to some extent, has its distinct effect on the business as a whole.

Were it a requirement of each advertisement that it pay for itself in prompt and traceable sales, the volume of advertising would be reduced by probably over fifty per cent. Good local bargain advertisements should always do so, but even the best of local general advertisements seldom do.

Take the case of a printing establishment. Mr. Smith reads one of its advertisements, and is favorably impressed with it. Just at that time, however, he has nothing to offer this concern, or perhaps he may feel that he is "tied up" to some extent with another printer.

Six weeks or two months pass by and a job comes up which, for some reason, he wishes to send to this concern. He remembers the advertisement and sends in an order, which is executed to his satisfaction, and which results in his giving the major part of his work to the printing establishment whose advertisement he read.

The above illustration may be varied. Mr. Smith may have read several of the printing establishment's advertisements and become fully convinced of the merits of the printing, yet not actually favor the house with an order until one of its salesmen happens in. In this case some credit may be due to the salesman, but the major part should be credited to the advertisement.

It is most necessary for the advertising manager to know what class of trade he desires to secure. For example, using again the printing establishment as an illustration, advertisements exploiting cut prices will not draw a desirable class of trade. Those buyers of printing who are influenced by such advertising will not only go somewhere else the moment another cut in price is offered, but will probably not supply a class of work desirable in building and enlarging the business. On the other hand, by making an appeal to quality and keeping price reasonably in the background, good and profitable customers may be secured.

Exclusive elements of appeal are of great value in aiming the advertising more directly at the exact class that it is desirable to reach. For example, a stationery store wishing to develop its field among business houses rather than cater to the social trade of the city could profitably devote considerable of its advertising space to a particular brand of filing devices and supplies. Not only would the advertisement reach the best class of buyers, but it would most undoubtedly secure considerable other business from these men. Office furniture and other appliances would answer the same purpose, the idea being to identify the store with a class of merchandise known to be purchased by the men who are wanted as customers, and to give the store a distinct standing among the various businesses of the city. It is understood that such advertising is not recommended to the complete exclusion of other articles, but should be used in the nature of a leader.

One of the most important parts of the advertising manager's work is the consultation with the proprietor or directors over the amount of money to be expended during the year.

There are three methods by which the advertising appropriation may be determined. The first, and by long

odds the poorest, is more or less arbitrary. It consists in summing up the amount of advertising done by competitive houses and then "keeping even" or "going them a little better." The chief objection to this method is that in so far as the advertising is concerned the business is being run by its competitors and not by its own best interests. We may say, in passing, that the advertising of all competitors should be studied, however, both in volume and purpose.

The second method, and the safest, is to determine the appropriation by the previous year's sales, more of which will be said later.

The third method is to add to last year's sales the amount that may reasonably be expected as a gain and use this for the basis of calculation — assuming that the advertising will be well done, that the business conditions are at least normal, and that the business itself is in a healthy condition. This plan has much in its favor. Surely it is the boldest, but in the spirit of the old adage, "nothing ventured nothing gained," it offers the fullest opportunity of the three.

While the percentage of sales that should be spent in advertising must in some measure be determined by the ultimate conditions of the business in question, no small amount of consideration should be given to results obtained by the leading merchants of this country after years of experiment. These merchants devote to advertising from three to five per cent of their total sales, and the average is practically four per cent. A small and growing business should devote nearer five per cent than three per cent, while a larger and better established business may safely devote under four per cent.

Two facts bearing closely upon this matter, the self-evident, will be mentioned. One is, the great object of any business to turn over its capital as many times during the year as possible — the more successful the business the more frequent the turn-over. The second is, with so few exceptions that they may be left out of consideration, the backbone of a business is its steady trade — its reorders from its regular customers.

Good advertising has so direct a bearing upon both the turn-over of capital and the securing of regular customers, that the concern which does not make adequate use of this force is working at a great disadvantage. Good advertising not only creates business, which means turn-over of capital, but it brings in new people to fill up the gap that is constantly being made through death, change of location, or change in patronage in the ranks of the concern's patrons of to-day.

The advertising man may in many cases find it difficult to persuade his concern to devote a sufficient amount to enable him to carry out his work as it should be carried out. This is one of the tests of his ability. It is deplorable, but true, that he will often be handicapped because his concern has tried advertising and found it did not pay. But a thorough analysis of the previous work will almost invariably show that the advertising was conducted poorly and probably haphazardly.

But regardless of the size of the appropriation the advertising manager may secure, he should insist upon knowing what it is to be for the entire year — otherwise he can not make a proper distribution of the money over the given period, and will in consequence spend either too much or too little in some portions of his time.

Just how best to apportion the year's expenditure has been the subject of many a controversy. Some claim that to advertise when business is light will bolster up poor trade. But obviously this will be handicaping the advertising, because if business is light from natural causes, as in the summer-time when people are away and when newspapers are not read as thoroughly as during the long winter evenings, it will be much more difficult to force the trade than when people are naturally buying. This holds good in rainy weather, in extreme hot or extreme cold weather. The exception may be found in department stores and in others catering to women. These, on Mondays or other days when trade is generally light, can institute hourly bargain sales and similar "stunts" to draw out the people.

For the general business, however, it is much safer to advertise when people are buying, and this can be done very easily this way: If the advertising manager is given an appropriation amounting to five per cent of the previous year's sales, he can ascertain the sales in each month of the past year, and use five per cent of those sales in a corresponding month of the present year. In other words, if in April of the year in which his appropriation was based, the sales amounted to fifteen per cent of that year's entire business, then in April of the present year he should plan on spending fifteen per cent of his total appropriation. This will keep his advertising heaviest where it has been proven the most business is naturally to be had. Variations easily suggest themselves. For instance, instead of using one year's sales as a basis, the past three, four or five years may be taken. So if the total April business for five years has been seventeen per cent of the total business for that period, seventeen per cent of the entire appropriation should be used in that month.

Closely allied with the distribution of the appropriation through the different months of the year, is its distribution according to the mediums used. No arbitrary method can be used in this work, but a close study of our lesson on mediums, together with the past experience of the business that is being advertised, will give the advertising manager a basis upon which to work.

It may be said that in the great majority of retail businesses close to seventy-five per cent of the appropriation goes to the local newspapers, the remainder being divided between street cars, billboards, circulars, charity, etc. The amount devoted to newspaper space is governed to some extent by local conditions. In a city where it is necessary to use several daily papers to reach the desirable people, the proportion of the appropriation will naturally be greater than in cities where one or two newspapers practically reach all of them.

In the distribution of his appropriation the advertising manager should never fail to allow a margin for unexpected expenses. Even with the most careful planning something is sure to come up that will call for additional money. Even if nothing has been forgotten there are almost always conditions requiring heavier advertising than can possibly be planned a year ahead. As for the amount, ten per cent of the total appropriation may carry the manager safely through, and if he is thoroughly familiar with conditions more would not be recommended. But if the business is new or the advertising campaign planned along new lines, fifteen per cent would be the safer estimate.

The general advertising policy of a store must, of course, follow closely its general business policy. Some stores — for example, Tiffany & Co., of New York — cater only to "high-grade" trade. Other stores cater to the cheaper and bargain element. Probably the majority endeavor to steer a middle course.

In catering to the "high-grade" trade, bargain advertisements are distinctly out of place. For the cheaper element the bargain form of advertisement is most effective. The middle-class store must endeavor to find a happy com-

bination of " quality " advertising with an occasional introduction of the bargain idea. This is generally done by conducting seasonable sales.

The advertising manager, in addition to the study of the store's policy, must know to a certainty the character and quality of its merchandise. It is obvious that the type of " copy " that would appeal to the Tiffany & Co. patrons would not appeal to the " cheap-store " trade. And just as true on the other hand, it would be a mistake to use bargain " stuff " in the copy reaching the " high-grade " patrons. In steering the middle course, it is undoubtedly best to lean a little toward the " high-grade " style of copy.

QUESTIONS.

1. Briefly, what are the requisites of the advertising manager, apart from his ability to write copy?
2. Why is it impractical to expect that each advertisement will pay for itself in immediate sales?
3. Why should the advertising manager know exactly the class of trade his store desires to cultivate?
4. What is said regarding exclusive elements of appeal?
5. Which method of distributing the amount of the advertising appropriation do you prefer?
6. Why do you prefer the method given in answer to Question 5?
7. How would you distribute an appropriation over the various months of the year?
8. Why is it poor policy to distribute the entire appropriation at the beginning of the year?
9. Why should the general advertising policy of a store follow its general business policy?
10. If you are conducting or are employed in any type of local business, assume that your appropriation will be five per cent of the previous year's sales, and divide the appropriation both as to time and mediums. Give all the facts leading to your conclusions, so that the instructor can give you the most intelligent criticism. You will find this an interesting and important question.



WANTED — A TITLE FOR THIS PICTURE.

A Year's Subscription to "The Inland Printer" Will be Given for the Most Acceptable Title for the Above Illustration.

Titles must not exceed fifteen words. Address to Title Contest Editor, The Inland Printer, 632 Sherman street, Chicago. Contest will be closed November 16. Announcement of the result will be made in the December INLAND PRINTER.

PERISH THE THOUGHT!

" I suppose you carried out your original intention when you went abroad, Mrs. Leeder, and visited Rome, Venice, Genoa, Vienna, and —— "

" O dear, no! We visited Roma, Vanetseah, Jennowaugh, Veen, Veertembairg, and ever so many more of those ancient capitals. You must have misunderstood me, Mrs. Jipes." — *Chicago Trioune.*

THE FRIEND IN NEED.

The man who is willing to share his last dollar with a friend can always find the friend, without much hunting.— *Chicago Record-Herald.*

COST AND METHOD

BY R. T. PORTE.

What a Few Cents Mean.

The difference between profit and loss in a small printing-office — country or city — does not amount to much, and it takes so very little more to make what should be a profit that it seems ridiculous when really put down on paper.

The majority of the jobs in a small office are under $10. The addition or subtraction of 25 cents on any one of the jobs, or all of them, does not seem to amount to much — and perhaps is hardly worthy of notice. But is this true?

Let's take a country office of, say, four people — proprietor and three workers. They print a six-column quarto paper, having 920 inches of reading-matter. Now, say one-half of this is used for display ads., or 460 inches. Supposing the rate on all the ads. were raised 2 cents an inch — $9.20 a week, or $478.40 a year. Quite a nice sum! And that may be just the amount necessary to make a profit.

Now for the job department. Besides getting out the paper, this plant does jobwork, and to put the amount of work at a small figure, say it does one hundred jobs a month. Now add just 25 cents on the average to each one of these jobs, and you have $25 a month, or $300 a year.

Add this to your $478.40 extra for ads., and it makes the total of $778.40 — absolutely extra profit, without an extra cent in the way of costs, and with no more work than formerly!

Is it not surprising what just a few cents extra amounts to, and how the difference between profit and loss is in but just a very close margin?

Every time you drop 25 cents from the price of a job, consider whether that does not mean *all* of the profit on that job gone.

And even if you haven't a cost system, try your nerve by adding just 25 cents to each job, and then sit down and figure if this extra money is not just what you need to put you on the right side of the ledger.

The first of the year is close at hand. Measure up the advertising you did the past year and see if 2 cents — or even 1 cent — an inch extra would not have put your bank account on the right side. It takes but a few minutes — do it now — it will be a fine object-lesson for you.

Down to a Fine Point.

When you get a printer awakened to the cost system, after a year or two of it he begins to find out a whole lot of things. From a hit-and-miss sort of way of doing business he develops into a sort of statistical fiend and will go to all lengths in getting at results.

One small printer — he runs three job presses — has gotten the cost germ into his system right. He recently thought it would be a good idea to dig up some statistics from his cost system, for his own benefit, which he kindly gave the writer, to be passed on to INLAND PRINTER readers. He hunted up all the envelope jobs he had done for quite a period of time, and tabulated the figures and averaged them, with the following result:

	Minutes.
Composition — 19 lots, average time	22.4*
Lockup — 31 lots, average time	14.2
Make-ready — 28 lots, average time	33.2
Running — 28 lots (134,000), average per 1,000	42.6

RUNNING TIME ON VARIOUS QUANTITIES.

	Hours.
1,000 — 5 lots, average time	0:57
2,000 — 3 lots, average time	1:32
2,500 — 4 lots, average time	1:44
3,000 — 1 lot, average time	2:35
5,000 — 6 lots, average time	3:11
7,000 — 1 lot, average time	5:15
7,500 — 1 lot, average time	5:45
9,500 — 1 lot, average time	6:20
10,000 — 1 lot, average time	7:00
11,500 — 1 lot, average time	7:30
17,500 — 1 lot, average time	13:20

This is a very valuable record, and it can not be questioned, as the result shows very close keeping of time. Without a practical and correct cost system we would still be guessing at the time it takes, but this printer has facts and figures.

Not many printers with a cost system will take the pains to get up such a table, but there are enough of them who take an interest in statistics to give us some interesting facts.

Is not this a lesson as to the possibilities of the cost system and what it can do for a small printer? It is not necessary to have a large shop to operate a system; the very smallest shop can operate one and get valuable information. There are dozens of one-man shops successfully operating systems, and are thus informed as to the exact time it takes to do the work. What is still more important, they know what it costs per hour for the work.

We are proud of these small printers. They are blazing the way for real prosperity among printing craftsmen of the future.

Starting Right.

Too many printers get the idea that a "cost system" is not what its name implies, but is a system primarily for keeping time on employees. They fail to grasp the first word — "cost." This department has been aiming to set printers right on this point, and the result is bearing fruit. Our readers are beginning to understand that a "time system" and a "cost system" are distinctly different. The element of time, of course, is used in a cost system, but that is only one part of the system. The other part is to know what that time actually cost — not in wages alone, but including all of the other expenses.

* The minutes are figured to tenths. The first record reads 22 4-10 minutes.

One of our readers — who has not yet put in a cost system, however — went to the root of the matter, and even before putting in time reports, took the trouble to figure his monthly expenses, which he has divided into forty-seven items, as follows:

1.	Proprietor's salary	$ 80.00
2.	Paid employees for month	128.00
3.	Rent for month	40.00
4.	Heat or fuel	8.50
5.	Light and waterworks	5.50
6.	Power, or gasoline used for power	6.25
7.	Insurance	7.00
8.	Taxes	3.25
9.	Interest on investment	25.00
10.	Depreciation (replacement)	33.33
11.	Interest on borrowed money or purchase contracts	5.00
12.	Bad accounts	5.00
13.	Spoiled work	1.00
14.	Office stationery and postage	4.00
15.	Advertising	1.00
16.	Telephone and telegraph	2.25
17.	Donations, charity, etc.	1.75
18.	Organization dues	2.25
19.	Water, soap, towels, etc.	.75
20.	Rollers, gage-pins, etc.	1.25
21.	Wrapping-paper, twine, paste, etc.	.50
22.	Lye, gasoline, rags, etc.	.35
23.	Tabbing glue, binders, etc.	.25
24.	P. O. box rent	1.00
25.	Draying	1.35
26.	Newspaper postage	1.00
27.	Carpentering	.40
28.	Hardware	1.35
29.	General stores	.25
30.	Rubber stamps	.05
31.	Drug stores	.60
32.	Blank-books	.35
33.	Lumber (for shelves, etc.)	.15
34.	Grinding paper-cutting knives	.25
35.	Typograph metal and alloy	.85
36.	Type-washing mixture	.35
37.	Newspaper and trade-journal subscriptions	.80
38.	Typograph typesetting machine repairs and supplies	1.75
39.	Blacksmithing	1.10
40.	Printing-inks	.90
41.	Typefoundries (sorts)	.25
42.	Rollers	.88
43.	Paper stock	42.27
44.	Advertising for help	.40
45.	Jeweler (fixing spacebands)	.22
45.	Laundry	.70
47.	Miscellaneous	.75
		$376.90

A few of these items should not, of course, be figured in "costs," or "hour costs," but they show an awakening that is extremely encouraging, especially as the printer has but a hazy idea as to what a cost system consists of, but somehow has gotten the notion that he must know what his expenses are. The following is an extract from his letter accompanying the list of expenses:

I have been working to ascertain our monthly expenses in running the business and have just got through. I found it was a considerable job to dig it up and do it right, but I wanted to make it as complete and accurate as I could, as I presume it is very important, being the basis of a fair and reliable cost system. However, I have finally gotten it fixed up in fairly satisfactory shape and I enclose the result.

The monthly cost looks awfully big to me, but it will be a great satisfaction to have the means of knowing just "where we are at" in a business way.

I value the plant at $4,000, and I believe this is a conservative estimate.

I am not sure as to how to figure some items. For instance, take the matter of metal for our little typesetting machine. It is called the Typograph, and cost us $1,100, besides freight, expense of installing and metal. I have found out that what metal we have bought has amounted to 85 cents a month. Should that be included in the monthly expense list?

The same with job inks and news ink. These have cost us 90 cents a month. Should they be included?

How about supplies of one kind and another, purchased of typefoundries, not including new type and not included in items on the list? Also repairs and supplies other than metal for the typesetting machine? Should they be included as monthly items of expense, or considered as being paid for under the head of depreciation; or, if new and separate additions to the print-shop equipment, should such purchases be considered as adding to the value of the plant and the charge for interest be increased accordingly?

Take such an item as I have put in as "lumber" — that is, the monthly cost of lumber purchased for erecting various kinds of shelves — should it be listed as I have it, as a monthly expense item, or be considered as permanent additions or improvements to the plant?

I should like to have you go over this list carefully and see if all the items I have on it should be listed.

The correspondent's questions are interesting, and for the benefit of those who may be puzzled over the same problems, I give below my answers to them:

Item 35: An amount should be charged each month to cover the metal waste that occurs every time the metal is melted. It amounts, according to authorities, to two per cent at each melting. I consider this fairly reasonable.

Item 33: Such amounts are really for "repairs" and can not be considered an addition to the plant. They should be figured as an expense only.

Item 40 is not an expense to ascertain hour costs. Ink should be a direct charge to each job — a minimum of 5 cents, and from that amount up, according to the size of the job and quantity used. On large jobs the exact amount should be noted and at least ten per cent added to cover losses.

Item 41: This is for sorts and reglets and miscellaneous expense items, which should be charged to the hour costs.

Item 38 is an expense item and should be figured. Your depreciation, or rather replacement, is not meant to cover repairs or small supplies.

Items 25, 26 and 43 should not be figured as "expenses." Drayage on paper stock should be added to the value of the paper. Newspaper postage should be charged direct to the newspaper and is an expense in that department only. Paper stock is not an expense, but a directly chargeable item to each individual job, the same as ink.

Note that this printer already thinks the "cost looks awfully big." Have you stopped to figure out what your plant is worth, what your monthly expenses are, and what it costs you to do business?

THE INLAND PRINTER has printed up a quantity of blanks, on which you can figure out your expense items, and will be glad to supply them free to all who make request.

We are beginning to get on the right track on this cost proposition, and when country printers and small-city printers sit down and do a little figuring, they will begin to open their eyes as to the cost of doing business, and when they do they will then realize the necessity for a correct and practical cost system — not a makeshift or a mere time-keeping system. The system must be along right lines, and that is what we are fighting for, and will gladly assist any one who wants information he can bank on as correct.

Just another word — sit down and begin to find out your condition. It may be a big job, but when once done you will be satisfied with the result, and have a better idea as to what you are doing.

Other Lands.

During the past month this department has answered inquiries in regard to cost systems from Amsterdam, Honolulu and Manila, as well as from all parts of the United States. This shows the great interest taken in cost sys-

tems, and THE INLAND PRINTER is glad to lend its assistance wherever possible. Any information we can give will be done gladly, and be held in the strictest confidence. Nothing will be published without the consent of the writer.

One Big Loss.

When the stock or paper in a job costs but very little, that is no reason why the work necessary to do the job should be given away. There has been a fallacy on the part of nearly every printer that cheap stock necessitates making a low price on a job, no matter how much work is necessary to do it.

After having heard several talks on prices, one printer, a year or two ago, said to the writer:

"When I looked at a job I figured out the paper, and if its cost was 25 cents, I'd ask $1.25 for the job, and thought I was a whole dollar ahead."

It is a sad fact that this style of figuring has been general in the past, and to a very large extent still exists. All over the cost of the paper was profit. Of course, there were wages, rent, taxes, and rollers, type, ink, and a lot of things to buy, but really they did not count.

The best example of this low cost of stock and low prices is the common handbill or "dodger," so universally used throughout the country for advertising purposes.


FREE FREE FREE

A Special Offer For

Friday and Saturday, Nov. 24th and 25th

To be given away FREE

One Fine Gold Filled Signet Ring

To every baby from 1 to 4 years of age brought in to the

Madisonville Jewelry Company's Store

BY ITS PARENT

Come in and bring the baby and let us fit one FREE OF CHARGE

We also have a complete line of High Grade Watches, Clocks and Jewelry, which is open for your inspection.

REMEMBER: We are expert Watch and Jewelry Repairers. All work absolutely guaranteed.

The

Madisonville Jewelry Co.

"The Store of Quality, not Quantity"

Main and Mathis Sts., Madisonville, Ohio

Do your Christmas Shopping with us—we will save you money

AN ORDINARY DODGER — ITS COST WAS $4.15 FOR ONE THOUSAND.

Prices on one thousand 9 by 12 handbills of fifteen to twenty lines (and sometimes more) range from $1.50 a thousand to $3. The cost of the stock is but 35 cents at the outside, as only print-paper or colored poster is used, and all over that is "profit." To charge as much for one thousand of them as for one thousand letter-heads on 10-cent paper looked like bare-faced robbery, and in many places is considered that way now — and to think that as much can be gotten for them as for letter-heads shocks the sensitive nerves of the printer.

But you will have to be shocked, because I am going to prove to you right now that you are losing money on every job of 9 by 12 dodgers you print for less than $4 a thousand, and if you want a profit you must ask $4.50 to $5.

One of the first things the cost system proved to me was that the dodger at any of the former prices was always sold at a loss. I have investigated many cost systems and costs of dodgers, and the story has been the same.

I have secured the record on one thousand 9 by 12 dodgers such as most any small office may be called upon to print. There is nothing fancy about it — just common, ordinary printing, and I reproduce it in reduced form here.

It can be easily seen that this dodger is not reproduced because it has any great typographical beauties, but plain work that any shop could do, and I selected this one for that very reason. There can not be any criticism passed that it is out of the ordinary or beyond the possibilities of the average printer — but every printer does this work at about one-half the price he should.

For the purposes of this article I use the following hour costs: Composition, $1.20 per hour; job press, 80 cents; cutting, $1. These are fair average costs in the ordinary print-shop.

The record on this dodger, as shown by the actual time, is as follows:

Item.	Time used.	Rate per hour.	Cost.
Stock			$.35
Composition	1:45	$1.20	2.10
Job press	1:45	.80	1.40
Cutting	0:15	1.00	.25
Ink			.05
Total			$4.15
Profit, 25 per cent of cost			1.05
Selling price			$5.20

I know what you will say when you read this, and also what your thoughts will be, but the plain, unvarnished fact remains that the above is from actual records.

I was not quite satisfied with the composition time, and had two other offices set the job from original copy. One office handed in a record of 1:15, and another 1:45. The record as published includes fifteen minutes for lock-up for the press, so the actual time was 1:30. In view of the other two records, this is about right.

There might be too much time on the job press, but I doubt it. The record shows forty-five minutes for make-ready and one hour for running. Even if you cut that time down to fifteen minutes for make-ready, you will only change the price 50 cents, making the selling price $4.50.

If you ever timed yourself cutting up one thousand 9 by 12 dodgers from large sheets, you will agree that fifteen minutes is a mighty small amount of time — and it costs almost as much to cut the paper as the paper is really worth!

A country printer, who put in a cost system a year or so ago, disagreed with such a record, and said he could cut the paper in five minutes. He was taken up, and it took him twenty-two minutes by the watch to count the sheets, jog them and cut them up to 9 by 12 dodgers! He will believe almost anything the cost system says now.

Here is an absolutely provable record of cost, based on average hour costs, and any printer with an accurate cost system will back up these figures as to "cost" — even if he sells for a lower price.

Here is a class of work that the printer for years has been fooling himself on, giving away thousands of dollars — and just because the paper was cheap he thought he must give away a great part of his work to keep up with the procession.

And this is not the only class of work that the printer has been giving away. Other examples will be published in this department from month to month, with full records as to costs, time and other information.

EFFICIENCY

BY R. T. FORTE.

Efficiency Not All in One Place

If any one thinks that this department, in talking of productive efficiency, is going to refer only to workmen and the worshop, he is badly mistaken, because in the mechanical departments only about one-third of the real need of efficiency exists. The bright, intelligent foremen and superintendents have a good, sound knowledge of efficiency, but are handicapped by an ignorance and lack of methods in the front office that are woeful to think of. Those in authority do many little things that rub the backs of their men the wrong way, and there is a lack of understanding that seems to be born of indifference, if not, in fact, of desire.

The front office usually consists of two classes of men — one composed of practical men, grown up from small shops, who want to keep their eye on everything and are not willing to trust any one; the other, the celebrated and much-applauded "business men" who have broken into the business and apply strict "business principles" to everything.

Between these two classes of men there is a happy medium, although it must be admitted that the "happy medium" class is anything but large. The majority are in the first-mentioned groups.

A superintendent, who evidently is working for a "business printer," has written a tale of woe to this department. His thoughts are good, and he has hit the nail on the head so firmly that we print his statement here. If this hits you, Mr. Printer (and there are few that it will not), release your superintendent from the chains with which you have bound him; give him some chance, and credit him with at least as much honesty and fairness as you claim for yourself. A man can not respect himself or continue to have the respect of those under him if he is not given some authority — some leeway, as it were.

As the writer says, fire him, or trust him to do what he thinks best for your interests.

Anyway, read this, and if it hits, remember that maybe your superintendent feels just exactly the way this man feels:

EFFICIENCY DESTROYERS.

You employ a man and call him "Superintendent." He has full charge of your plant, and you look to him to reduce your costs and increase your profits. He is authorized to employ all help needed, and to arrange the rate of wages paid. He is responsible for your valuable material — type and machinery. He makes agreements with employees to give them a certain rate, provided they make good. He also agrees to pay some employees whose time is largely nonproductive a straight salary, giving them no extra pay for overtime and deducting their pay for absence. "BUT" — you don't permit him to do anything except employ the man and set the rate of wages he is to receive. When it comes to giving a man an increase which he has been promised, you veto this — *because* you have not been consulted, and it's "your *money*" your superintendent is spending. You also veto any other thing he does, for the same reason. If you have a "superintendent" whom you can't trust to look after your interests at all times and in all things connected with the operation of your plant, FIRE HIM OUT. Don't make him a straw boss, and then have him begin to lose interest and undermine your business. Give him Responsibility — and also give him Authority to do things.

Keeping in Touch.

Is your product always up to standard?

This is a serious question to the owner and superintendent of a large plant, and a mere visit through the workshop will not always tell the story.

On the presses depends, more than on any other part of the plant, the ultimate standard of work that the shop turns out. Especially is this true when catalogues and advertising matter are made the larger part of the work.

A master printer long ago said, "Almost any one can set a line of type, but to print it properly is a different matter." The pressroom gives the touch that carries the impression of a good job or a poor one. A poorly set job from a compositor's point of view can yet be made acceptable by good presswork, while a finely displayed and evenly balanced job can be absolutely ruined by poor presswork.

To keep track of the product of a large pressroom without undue system, and in as simple a way as possible, one superintendent devised an idea of having sent in each night O. K.'d press sheets, showing the product of different presses during the day. A large manila envelope 12 by 16 inches was used, and on the face of the envelope the following printed:

No. 2 PRESSES.

Date,.....191...

Approved Press Sheets of work done in Pressroom No. 2 this day. This envelope contains approved sheets of work done on:

Machine No.
Machine No.
Machine No.
Machine No.

Send this envelope to the office each day, containing properly approved sheets of work done on all presses in Pressroom No. 2. Mark on the samples the number of the machine upon which each job was printed.

Into this envelope the foreman places the sheets, and at his leisure the superintendent compares the work done that day with the work done previously, notes whether the color of the ink is keeping up, observes the condition of the make-ready of a job on a long run, and takes plenty of time to inspect the sheet before it goes to the bindery, consulting with the foreman as the work progresses.

The scheme is simplicity itself — and to the man who wants to be sure of his product, there is nothing better. To inspect work in the pressroom as it is being run is not always advisable, and is liable to be done hurriedly; but to take the sheets away from the workroom and examine each carefully tells more than in any other way.

The men know these sheets are inspected, and that they must have the entire run up to the standard set by the O. K.'d sheets. This cuts down the tendency to let things "slide" and do imperfect work.

Sometimes there is a tendency to too much red tape — keeping "tab" on things that do not really amount to any-

thing — but this idea is so simple, has improved the results on the presses so materially, and has been such a great maker of efficiency, that its adoption will work to the betterment of any plant.

A superintendent with such a method of keeping track of his work feels surer of himself and the results he desires, and he is able to devote his time to other things than worrying over a job as to "how it is coming along." Then there is the satisfaction of being able to have progressive sheets of the work to show to interested persons without the continual sending to the pressroom or bindery for them.

When the job is completed, of course, there is no more use for the sheets, and they are destroyed.

On small work, it is a great aid in stopping work not up to standard from going out, and much dissatisfaction is avoided by seeing that the work is right before delivery.

The idea can just as well be used in a small plant, if the proprietor is one of the kind that runs the "front office," believing this is his true place, and yet has not risen to the need of a superintendent. Here O. K.'d press-proofs for the day can all be put in one envelope and laid on his desk. He can then inspect the work and note defects that can be cured in future jobs, or remedied before delivery.

It is an efficient and successful method of keeping in touch with the work of your plant.

A Few Knocks.

This department has always held that all the lack of efficiency in a plant is not always in the workshop, but that there is a big leak in the average business or "front" office, and here is where the first work must be done. Several foremen and superintendents have either written or talked to the writer along this line, and their comments were certainly spicy and interesting.

One should not take a prejudiced view of any subject, or what the lawyers call an "interested opinion." It is well to listen to both sides. The front office is always ready to knock the shop, and the shop the office, and from each can be gathered many pointers.

There is no room for argument, however, in the fact that every order, even the simplest, should carry sufficient instructions so that the work can progress without a hitch. These instructions can come only from one source — the front office.

With the cost movement has been introduced the method of giving each job a number and some sort of instruction-slip, sometimes called "follower"; it is also known as "ticket," "jacket," and a dozen other names. Many of these "followers" make provision for elaborate instructions.

In order to get a line on what progress is being made in this direction, the writer recently got into communication with several foremen and superintendents of plants whose owners or managers are more or less leaders in the cost and efficiency movements, and tried to gather information as to how orders and instructions come into the several shops from the front office. It was hard work to get the information wanted, as I desired a free opinion. But finally, after I had agreed not to reveal the identity of any one, several responded very freely, and I am here giving extracts from the letters.

One foreman from Minneapolis writes as follows:

> Our shop was one of the first to put in a Denham cost system. We looked upon it at first as a joke, but later took it seriously. We have since then striven to take it in that way, but the people who make out our instructions must still consider the thing in the light of a joke. We certainly could have efficiency, in this thing, in our plant, and it would help a lot.

A superintendent of a large plant in New York, owned by an organization printer, has this to say:

> I don't know if we have a regular cost system or not, nor do I quite understand what you mean by a "follower" or instructions. We get our information mostly from salesmen, or from the office in piecemeal. If I get your meaning, it would certainly be a great assistance if written instructions would come to us.

Comment on this is unnecessary. One can read between the lines. The superintendent earns his salary.

A frank foreman in Chicago comes with this:

> Yes, we have a "job follower," with forty more or less spaces which can be filled with information as to how to do it, but mostly they are not, and we guess at what should have been. It is a work of art and finely gotten up, and I suppose they hate to spoil it by putting any writing on it. We are lucky to have it numbered right.

Isn't that a warm one? The writer evidently took his pen in hand and wrote what he had on his mind.

But all the letters didn't knock, as can be seen by this letter from Cleveland:

> On the average, our "followers" are very well made out. They could be improved, but still they are good. Our office is cranky on efficiency and realizes a job must be started right.

A letter from a foreman in St. Louis has a little different tone:

> I am glad that you are after the front office, and hope you will do something — they certainly need it. The worst is that half the time they don't know what the customer wants, and then we get blamed if we don't guess right. Wish I could tell of instances of this in our shop, but, of course, that is impossible. We'd be more efficient if we only had half a chance. Your department is along the right lines and hands it to everybody. Hope you will keep on, especially about "job followers" half made out.

I don't like to print this letter, as it is from Cincinnati, but here it goes, anyway:

> We have system to burn in our shop, except in just one thing — the making out of the "job follower." The front-office people are so busy keeping track of things that they forget to give us the instructions we should get. That means going and getting the information and many delays waiting to see and talk with the right party. Our "spoiled work" would be cut down if this little detail was taken care of right. Less system stunts and more real information to us poor unfortunates in the workshop would be a help here.

Now, Mr. Master Printer, you have it right from the shoulder. Are you going to let this important part of the office work drag along and be a laughing matter, or are you going to start real efficiency in your plant by giving your men what they need worst of all — real, positive instructions, made out simply but correctly, and carefully checked over to see that they are right?

If you do this and keep on doing it, you will be entitled to start in the class to study real Productive Efficiency.

Want of Space.

The stone in a printing-office is absolutely indispensable, and a shop can not run without one. But it has always been my theory that the average shop has too many. They are very convenient and nice, but too many in a shop causes a great deal of "type-pulling." As long as there are stones around — and letter-boards, too, for that matter — dead forms will be piled up and left standing instead of being distributed. As long as these forms are not in the way there seems no need to distribute, unless a dull spell strikes the shop, and then there is a general cleaning-up.

Valuable time is lost in leaving type standing, and then pulling sorts. Often the whole job could have been thrown in while pulling the few letters. All this has been told time and again in THE INLAND PRINTER. It does not need repetition here, except to carry the idea that perhaps the real cause of the trouble is that there was a handy place

to put the type because there was lots of "stone-room" — and there the type stuck.

A foreman of a composing-room really needed more stone-room, but, luckily for him, there was no space, and not a single stone could be put in; and now he is very glad of it, as he had to conceive an idea, and put it into effect, that gives him all the room he needs, and also keeps his dead type in the cases, where it belongs.

When the lack of room impressed itself on him, the foreman at first was stuck, then he got busy. He had made for him at first twelve wooden galleys, 10 by 13 inches, with extra-heavy sides and ends and slightly over type-high, with the usual beveled lip to fit a brass galley. Each one of these he numbered. The reason for the wide sides and ends, without the customary one-fourth round, and having them extra high, was that they could be piled one on top of the other without damaging any type on them.

When a compositor finished setting a job, pulled a proof of it, and corrected it, all ready for the lock-up, he placed the job on one of the wooden galleys, and on the "job followers" he put the number of the galley that held the type, and placed it on the pile of live forms convenient to the lock-up stone. The lock-up man had merely to glance at the "follower" to find where the type was, and take that galley of type and lock it up ready for the presses.

Dead type was placed in the same galleys and the number of the galley put on the "follower," and then the galley was piled with others holding dead type in a certain convenient place ready to be distributed.

The foreman could easily check where the type was from the "follower," and in case it was to be held for future use the galley was placed elsewhere; then when the job came up for reprinting, the old "follower" had the number of the galley holding the type and it could be located in an instant.

In that shop you will find each stone absolutely empty of dead type. They are used to lock up forms on. There are no letter-boards, for as soon as the idea proved practical a large number of the galleys were procured and are now in use. But few forms larger than the size of the galleys need be kept standing.

There is no pied type, nor a form partly slid off the stone and some of it resting on the coffin with a few letters down the cracks. There are no forms with one or two letters pulled out — it is a rule to hustle and keep as few galleys as possible with dead matter standing. A record is kept each day of the number of galleys in use at time of quitting, and there is some pride if the week's record is low.

The trouble with letter-boards is the tendency to "bury" stuff, but the galley idea keeps things in view. It is the hidden dirt that creates disease, just as it is the forgotten standing matter that holds the sorts.



A TAILPIECE.

Photograph by H. E. Saunders, Toronto, Canada.

"SIMPLIFIED" SPELLING.

To the thoroughgoing iconoclast nothing could seem more promising than "simplified" spelling. Its advocates are vociferous, if not numerous, and written English, it must be admitted, is a fearful and wonderful product of the evolution of speech plus prejudice. Yet how to reform it, except by slow and minute stages, has puzzled all who are not radical on the subject. Consider, now, this recent announcement by Sydney Walton, executive secretary of the Simplified Spelling Society, concerning the charge that the society has a "fixed and final" scheme:

> We did not submit our sceem az a fiest and fienal thing, a tuumstoen on which leters wer chizeld for ever. We submit it az a baisis for discushon and enewiery; we welcum sujestionz and impruuvments.

We can only hope that this touching appeal will cause "discushon and enewiery." It seems to need something in the way of response.— *Chicago Record-Herald.*

EARLIEST MOVABLE TYPES.

Four centuries before Gutenberg set up his printing-press in Mainz, and the diffusion of learning began, a Chinese smith, Pi Sheng, had invented movable types of clay, while a full generation before Gutenberg began his experiments the Coreans had become expert printers with movable types of copper and lead.— *Chicago Record-Herald.*



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UNITED TYPOTHETAE OF AMERICA CONVENTION

IN this year of greatest things in the printing industry, the United Typothetæ convention held its own. The twenty-sixth meeting, which was commemorative of the formation of the organization, was held within three city blocks of where the Typothetæ was formed, and nearly a thousand persons registered. Not many of the founders were present, but one — James L. Regan, of Chicago — was very much in evidence. He rented a suite and entertained visitors in royal style. Mrs. Buckie, assisted by several Chicago ladies, represented the bachelor host in doing the honors for the feminine guests, who were by no means a negligible quantity.

The best display of machinery and printing-office supplies in recent years was a notable incident of the gathering.

Commission to Formulate One-organization Plan.

There was a lack of the excitement prevalent at Denver last year, when caucuses and meetings were in continuous session. Then the exciting subjects were the one-organization problem and the adoption of a new constitution. This year the first-mentioned of these problems was on the carpet and consumed considerable time of conferees and committeemen, but the convention, without much ado, authorized the appointment of six members to cooperate with a like number from the Ben Franklin Club in formulating some plan of amalgamation. There was little enthusiasm observable in this connection, but this must be chargeable in part to the weather, as the attendants at the convention suffered all the inconveniences of Chicago's concentrated summer. One gentleman, who has been prominent in all of the negotiations, and who is of rather a pugnacious temperament, said that he was more hopeful of success than ever. An equally prominent gentleman of a milder disposition said this would be the end of negotiations, and he feared, if they failed, hostilities of some kind might be precipitated, and he did not regard the outlook as hopeful. The convention reduced the dues fifty cents on the thousand dollars of the mechanical pay-roll, which may have some effect on the one-organization issue.

Presentation of Banners.

The now yearly custom of presenting banners for the largest Typothetæ and greatest growth during the year disclosed the fact that Philadelphia Typothetæ outnumbers the other organizations and that Richmond had enjoyed the largest growth, increasing the membership three hundred per cent. These received the banners, and Newark (N. J.) Typothetæ received honorable mention for an increase of two hundred and fifty per cent.

Open-shop Division Formed.

Open-shop members of the Typothetæ took advantage of the meeting to form a division in accordance with the provisions of the constitution. The organization is a loosely jointed affair, and is established for defense rather than defiance. The rumor that a "war fund" is being raised was vigorously denied by one of the leading spirits. T. E. Donnelley, of Chicago, is president and H. W. J. Meyer, of Milwaukee, treasurer of the division.

The President's Recommendations.

President Cushing called the convention to order at 9:30 on Tuesday morning, September 3, and, after the usual welcoming and responsive addresses, promptly announced the committees, when the officers' reports were read.

President Cushing in his report said it was particularly appropriate that this meeting should be held in the birthplace of the United Typothetæ, when its membership is nearly twenty-five times as great as it was a quarter of a century ago, and it had spent $70,000 during the past year in putting the printing business on a profit-making basis — on a plane commensurate with its importance as the sixth industry.

Among the recommendations made by Mr. Cushing was the establishment of a board "composed of living ex-presidents, whose duty it shall be to advise with the president and executive committee on matters of importance." The suggestion was adopted by the convention, and an advisory board of elder statesmen is now one of the fixtures of the national Typothetæ.

The president made other recommendations, which were approved and handed on to the incoming executive committee. A precis of them follows:

(1) Division of territory into districts and naming a traveling auditor for each district, whose duty it shall be to visit and aid users of cost systems where necessary.

(2) The establishment of a sufficient number of labor bureaus so that one may be within easy reach of every member.

(3) The continuance of active organization work with the idea of having a Typothetæ in every town where there are five or more printers, and district locals covering two or more towns where neither is sufficiently populous to maintain a Typothetæ.

(4) That special effort be made to encourage local Typothetæ in establishing credit and collection bureaus.

Increased Membership — More Responsibility.

A. M. Glossbrenner, chairman of the executive committee, presented a comprehensive report of that body's activities during its term of office, which had been followed pursuant to a line of policy adopted by the committee immediately after the adjournment of the Denver convention a year ago. As a result the membership had increased more than fifty per cent. Mr. Glossbrenner, however, pointed out that added membership brings with it increased responsibilities, and that service was necessary — so necessary that the management must needs always display constructive ability. As proof of this he directed attention to the fact that "we have lost many of the new members procured, which means either we have not chosen them with the care we should or that we have not satisfied them with the service we have rendered." The cost of that service throws light on the expense of maintaining a business organization in these high-priced times. Last year's work was done at a cost of $4 a member, while fifty-four per cent of the members are paying but $1 a month, and

seventy-five per cent less than $4 a month, leaving only twenty-five per cent who pay more than $4 a month — the cost of the service given the average member.

Officers Should Be Elected for Business Reasons.

Chairman Glossbrenner favored reducing the dues to $2.50 on each thousand dollars of mechanical pay-roll, but beyond that he would not go, if active propaganda work were to be continued. He estimated that a further reduction might be possible in about three years from now. These conditions prompted Mr. Glossbrenner to protest against the practice of electing men to office for the sake of the honor it will bestow on them. He thinks the time has arrived when the officials should be selected for "the benefit they can be to the printing industry."

The report lauded the School of Printing at Indianapolis, which is under the management of F. O. Climer and an advisory committee of the United Typothetæ.

Price-list Popular — Accounting System Being Prepared.

The price-list has proved so popular and important that it requires constant revision and will hereafter be issued in loose-leaf form. In the opinion of the executive committee this should be made the work of a special body to be known as the "Price-list Committee." As some printers have the habit of securing jobs and thinking of cost and price afterward, the officers of the Typothetæ regard it of prime importance that this work should be continued. An accounting or bookkeeping system is being developed as a sequence of the introduction of the cost system, and Chairman Glossbrenner promises that the cost commission will have the new venture ready in a short time.

The convention commended to the careful consideration of the trade the correspondence course in general bookkeeping and cost accounting for printers which the extension division of the University of Wisconsin proposes to launch. It is in conformity with the principles and practices of the Standard Uniform Cost-finding System.

Glimpse at Organizing Work Done.

As might have been expected, Secretary Heath directed attention to the increase in membership, and in the second paragraph of his report says there has been a gain of three hundred and fifty per cent since the Detroit convention, in 1909. During the year twelve men were engaged in cost installation work, and the supply was not equal to the demand. In addition four others — Senator Beach, of Portland, Oregon; J. Gillespie, W. S. Tuttle and George W. Bond — were working as special representatives and organizers. Secretaries Heath and Flagg also spent much of their time "on the road." As a result of wide observation, Mr. Heath says "the most important effect of a cost-finding system has been shown to be increased profits resulting immediately after installation, and a large amount of unprofitable work abandoned. It is the general opinion of those who are operating cost systems that increased prices and refusals to duplicate former orders that are shown to be unprofitable do not materially affect the volume of business formerly done under old conditions."

Fire Insurance a Success — Sick and Accident Slow.

The two mutual fire-insurance companies are reported as extending their business, but the sick and accident insurance for employees has not met with the success which its promoters had hoped. Five payments of $100 each were made during the year.

The two concluding paragraphs of Mr. Heath's report are devoted to a complaint that the members have not answered inquiries and an expression of thanks to the local secretaries for the prompt and efficient way in which they discharged their duties.

Second-class Postal Rates.

Chicago Typothetæ appointed an exceptionally strong committee — J. L. Regan, W. J. Hartman and J. A. Morgan — on second-class postage, and it presented a comprehensive and conclusive report, which was laid before the convention. The report recited that —

Unjust discrimination and unwise interference with the printing and publishing industry is at variance with common sense and antagonistic to enlightenment itself;

Establishment of pound rate increased business and revived printing industry;

The so-called deficit is a matter of questionable bookkeeping;

Washington favored cheap postage;

Express companies carry one-third of second-class matter at one-half the postal rates;

Lack of candor on the part of the department invites suspicion;

Obnoxious rates are put in force in defiance of law;

Printers' ink is the greatest salesman and stimulator of postal receipts;

Canada has a second-class rate of one-quarter cent a pound;

and then proposed these resolutions:

Resolved, That for the better protection of the printing industry in general we hereby instruct our members individually and collectively to exert themselves by every means within their power to oppose the efforts of any official in the Postoffice Department to increase said rates, and that we exercise every legitimate influence possible upon our Senators and Representatives in Congress in seeking their aid to cooperate with us in that regard.

Resolved, That the United Typothetæ emphatically opposes any and all attempts to advance the rate of postage on second-class mail matter, and this organization further severely condemns the many interferences by unjust rulings of postal officials by which publishers are harassed in their business and the industry unnecessarily hampered as a legitimate vocation.

Supply Houses and Liberal Credit.

The committee appointed to confer with manufacturers and dealers made an interesting report. After canvassing the situation the committee concluded that the most important subject on which to seek a conference was that of the "seemingly too liberal credit to beginners and the extension of the partial-payment system on printing-office outfits." The manufacturers and dealers were courteous and obliging, affording the committee every opportunity to investigate their methods. They also claimed that notwithstanding past practices, the reins were tightened now, and the houses were not guilty of undue liberality. One manufacturer said the trouble was overequipment of machinery, while others said the small supply houses were the principal sinners in giving long-time credits to unworthy concerns. They also "came back" at the larger printers for supporting the offending small supply houses. It was developed that the supply men are urging the establishment of cost systems by beginners.

Secondhand machinery is deemed a fruitful cause of overequipment. When a new machine is bought and an old one is taken in trade, it is loaded on some poor printer at a very low rate or sold cheaply to small supply men for that purpose. The committee therefore reported and the convention adopted these resolutions:

Resolved, That the United Typothetæ of America request of all manufacturers and dealers in type-printing machinery and supplies, that they require a cash payment on all sales equivalent to twenty-five per cent of the total purchase, and that they do not extend the balance of the payment over a term exceeding twenty-four months; old machines taken in exchange not to be considered as cash; and be it further

Resolved, That so far as possible all old presses thus taken in exchange be broken up and junked, to the end that the printing business may keep in the van in the march of improvement.

The Papers and Their Readers.

The Program Committee had arranged for papers on interesting subjects, and provided for discussions of the subject-matter of the essays. Intense heat and a high percentage of humidity produced conditions that were not conducive to comfort, discussion or even contention. Space limits prevent a reproduction of these papers. If not the most striking, among those which sounded a new note were "The Father of the Man," by Henry P. Porter, of Boston; and "High-class Printing in the Small Shop," by Harry S. Stuff, of Seattle, Washington. F. I. Ellick, of Omaha, talked illuminatingly on "The Results a Cost System Should Bring"; R. P. Purse, of Chattanooga, spoke on "Organization Work in the South"; "Development of the Organization on the Pacific Coast," was the tale of I. H. Rice, of Los Angeles, California; D. A. Brown, of Kansas City, handled the retrospective and prospective subject, "Things That the United Typothetæ of America Have Done, Can Do, Should Do and Will Do for the Trade"; Alfred J. Ferris, of Philadelphia, contributed to the literature on efficiency with his paper on "Preserving the Property by Using It"; and Edward I. Stone spoke on health and accident insurance.

On motion of A. R. Barnes, of Chicago, at the conclusion of Mr. Porter's address the following were appointed a Committee on Apprentices: H. P. Porter, of Boston (chairman); A. R. Barnes, Chicago; J. H. Rice, Los Angeles; William Pfaff, New Orleans; F. Lawrence Fell, Philadelphia.

Relations Between Printer and Electrotyper.

One of the trade abuses handled by the committee on that subject was the contention that arises between printer and electrotyper concerning chases and bearers loaned by the latter to the former. It appears that when there is a break in business relations between two such houses, the electrotyper often expects the printer to pay for broken or worn material. The committee concedes that probably the printer is not as careful of this loaned material as he would be if it were his own; on the other hand, the chases and bearers are furnished by the electrotyper for his benefit rather than for the benefit of the printer. In the committee's opinion the trade's position on the question should be: (1) That the printer should use the same care in handling an electrotyper's material as he would with his own or customer's material; and (2) that the printer should not be expected to pay for worn-out or destroyed material, unless such destruction is the result of carelessness in his establishment.

Owing to lack of data the committee was unable to report on complaints about paper men underbidding their own quotations to printers when they are dealing direct with consumers. The committee was convinced that such cases had occurred, and expressed the hope that more information would be forwarded the officers.

Newly Elected Officers and Executive Committee.

The report of the Nominating Committee was adopted, with the result that these gentlemen will pilot the ship the coming year:

President —A. M. Glossbrenner, Indianapolis, Ind.

First Vice-President and Chairman Executive Committee — George M. Courts, Galveston, Tex.

Vice-Presidents — Joseph A. Borden, Spokane, Wash.; Fred L. Smith, Minneapolis, Minn.; and Alfred F. Edgell, Philadelphia, Pa.

Treasurer —Arthur E. Southworth, Chicago, Ill.

Secretary — Franklin W. Heath; Assistant Secretary—H. W. Flagg; with offices at 1650 Transportation building, Chicago, Ill.

Executive Committee — George M. Courts (chairman), Galveston, Tex.; D. A. Brown, Seventh and Central streets, Kansas City, Mo.; L. T. Davidson, Courier-Journal Job Printing Company, Louisville, Ky.; Harry K. Dean, Dean-Hicks Printing Company, Grand Rapids, Mich.; A. W. Finlay, 272 Congress street, Boston, Mass.; William Green, 627 West Forty-third street, New York, N. Y.; E. N. Hines, 40 Larned street, E., Detroit, Mich.; Gerald T. Hoffman, Union Printing Company, Denver, Colo.; David L. Johnston, 74 Exchange street, Buffalo, N. Y.; H. W. J. Meyer, McGeoch building, Milwaukee, Wis.; W. E. Milligan, Maverick-Clarke Lithographing Company, San Antonio, Tex.; J. A. Morgan, 115 East South Water street, Chicago, Ill.; Benjamin P. Moulton, 63 Washington street, Providence, R. I.; William Pfaff, Searey & Pfaff, New Orleans, La.; R. P. Purse, Purse Printing Company, Chattanooga, Tenn.; I. H. Rice, 303 East Fourth street, Los Angeles, Cal.; Eugene Saenger, Brown & Saenger, Sioux Falls, S. D.; Robert Schalkenbach, John C. Rankin Company, 54-56 Dey street, New York, N. Y.; C. V. Simmons, Stewart-Simmons Press, Waterloo, Iowa; Edward L. Stone, Stone Printing & Manufacturing Company, Roanoke, Va.; John Stovel, Stovel Company, Winnipeg, Canada; C. D. Traphagen, State Journal Company, Lincoln, Neb.; Charles F. Warde, David & Warde, Pittsburgh, Pa.; John S. Watson, the Jersey City Printing Company, Jersey City, N. J.; Chester A. Whitemore, Irwin-Hodson Company, Portland, Ore.; Rufus C. Williams, 11-15 North Fourteenth street, Richmond, Va.

The advisory board, composed of living former presidents, provided for by this convention, is as follows:

Theodore L. De Vinne, New York, N. Y.
J. H. Bruce, Nashville, Tenn.
Franklin Hudson, Kansas City, Mo.
Harry P. Pears, Pittsburgh, Pa.
Edward Stern, Philadelphia, Pa.
George H. Ellis, Boston, Mass.
E. Lawrence Fell, Philadelphia, Pa.
Wilson H. Lee, New Haven, Conn.
J. Stearns Cushing, Norwood, Mass.

Social Features.

The entertainment provided by the Chicago Typothetæ probably reached high-water mark for such affairs. William A. Grant was chairman of committees, and he and his aids were indefatigable in looking after the welfare of the organization and the comfort of their guests. The ladies were more in evidence than at any previous meeting of the Typothetæ, and their pleasure was the especial concern of the entertainers, Mrs. Grant being chairman of the women composing the Committee on Ladies. They were taken to Chicago's famed Art Institute, enjoyed a department-store dissipation and an automobile tour of boulevards and park system. A boat ride on Lake Michigan and a theater party to see the "Garden of Allah" were participated in by all the visitors.

A Printing-trade Press Association.

THE INLAND PRINTER took advantage of the gathering to entertain the representatives of its contemporaries at lunch at the Hamilton Club. There were present C. F. Whitmarsh, of *Printing Art;* J. Clyde Oswald and W. C. Hales, of the *American Printer;* Charles G. McCoy, of the *Printing Trade News;* Warren Hait, of the *Master Printer;* B. B. Herbert, of the *National Printer-Journalist;* John M. Imrie, of the *Printer and Publisher* (Toronto), and A. H. McQuilkin and W. B. Prescott, of THE INLAND PRINTER.

As is usual when editors and publishers get together, present and prospective postal regulations were discussed, as well as other difficulties inherent in the business.

While those attending the lunch and absent confreres have always been on friendly terms personally, and there has been a freedom from objectionable editorial or commercial methods in this overmagazined field, it was the consensus of opinion there should be more cooperation in dealing with troubles common to all the journals. A provisional organization was formed, under the name of the Printing Trade Press Association. Mr. Oswald was selected as chairman and Mr. Imrie secretary.

THE COST CONGRESS.

The sweltering heat seriously handicapped the work of the fourth annual Printers' Cost Congress, held at Hotel Sherman, Chicago, on September 5 and 6. Only the deepest interest could have held as many as actually did attend the three sessions. It seemed almost a physical impossibility to sit through an entire meeting and absorb the interesting ideas presented by the speakers. The weather fairly sizzled, taking the starch out of everybody — not excepting the coldest-blooded price-cutter, if he were present.

The first session was opened on Thursday morning (September 5), at 10 o'clock, with J. A. Morgan, of Chicago, chairman of the Cost Commission, presiding. Mr. Morgan's address was one of the most important and interesting contributions to the congress. Among other things he showed that more than two thousand offices in the jurisdiction of the organization were now operating cost systems, whereas at the time of calling the first congress, three years ago, less than sixty printing-plants had made an effort to establish standard methods for ascertaining costs of production.

At the close of Mr. Morgan's address the election of officers was in order, and the following were nominated and unanimously elected:

Chairman — Edward L. Stone, Roanoke, Va.

Vice-chairman — John F. Watson, Jersey City, N. J.

Secretary — E. M. Spencer, Minneapolis, Minn.

Mr. Morgan then presented the report of the Cost Commission, the recommendations of which were reflected in the resolutions later adopted. A vote of thanks was tendered the commission for its untiring work in the interests of the cost-finding movement.

An address by H. W. J. Meyer, of Milwaukee, on "What Constitutes the Standard Cost-finding System and Distribution of Overhead Burden?" concluded the morning session. There was an interruption — a rather pleasant one, by the way — of Mr. Meyer's address. The Order of Pica appeared on the scene dressed in full uniform, with a message for the congress. Marching silently and impressively down one of the aisles, the members of the order lined up before the chairman, and mysteriously presented him with a long black roll, which was received with some misgivings. The "Picas" then retired without uttering a word, casting an air of mystery over the procedure, which made the assemblage curious as to the black roll which had been left. It turned out to be a message of greeting and good cheer, and a pledge of cooperation in the great work now under way for the betterment of the printing trades.

At the afternoon session a paper written by C. B. Byrd, of Atlanta, who was unable to be present on account of illness, was read by Mr. McGill, of Atlanta. The subject was, "What Constitutes Office Corrections? Are They Chargeable or Nonchargeable?" Mr. Byrd was of the opinion that office corrections should include every error that might not be expected of a competent printer, and the time spent in these corrections should be classed as nonchargeable.

The Friday morning session was opened with a report on the resolutions presented by the Cost Commission, which were adopted with a few minor amendments, as follows:

RESOLUTIONS PRESENTED BY THE COST COMMISSION.

1. For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the sold hour in the several departments.

2. That the standard hour cost shall be the gross cost — namely, labor, plus all overhead expense, department and office.

3. That the standard method of caring for the overhead expenses shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including pay-roll.

4. That stock handling, storage and shipping, as well as sales, shall where possible be kept as separate departments, or may be included as items of the general overhead, to the end that same be included in gross cost of mechanical department.

5. To cover cost of handling stock we suggest a minimum of ten per cent be added to the delivered price at the plant. Profit to be added to this amount.

6. That the standard rate of depreciation on standard machines to be charged to cost of production shall be ten per cent annually of original purchase price.

7. That the standard rate of depreciation on type to be charged to cost of production shall be twenty-five per cent per annum of its original cost.

8. That the standard rate of depreciation on type-stands, chases, stones, etc., to be charged to cost of production shall be ten per cent per annum of their original cost.

9. That interest on investment (paid in capital and surplus) at the legal rate of interest is a proper charge to the cost of production.

10. That the standard rate to be charged off for bad debts shall be one per cent of volume of yearly sales.

11. That in the operation of a printing plant to its average capacity, a minimum profit should be twenty-five per cent added to cost of production.

12. That the standard terms of sale of the printers' product shall be thirty days net, due on the 10th of the month following date of purchase. We further recommend that, where local credit and collection departments are in operation, a uniform agreement as to credits be adopted, and the same be printed upon the monthly statements of the members, the form to be somewhat as follows: "This firm is a member of the Credit and Collection Bureau. All statements are due the 10th of the month following date of purchase. All accounts overdue will be charged interest at the legal rate of interest."

13. That for the purpose of arriving at the cost of monotype composition the keyboard and the caster be kept as separate departments.

14. That chases and patent blocks in the average commercial plant be considered a part of the composing-room equipment.

15. That where type and material are kept standing for the convenience of the customer, as a matter of course, a proper charge should be made.

16. That in presswork ink should be charged as a special item, and not included in the cost per hour of presswork.

17. As a requisite for determining costs we indorse and deem necessary the use of an efficient loose-leaf inventory.

18. Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proven most satisfactory.

19. We recommend that the Cost Commission gather and tabulate complete statements of cost of production from as many cost-system users as possible, throughout the country, and officially report their findings semi-annually to the trade directly or through the trade press.

20. We recommend that the Printers' Mutual Fire Insurance Companies operated by and for the printing trade receive the careful consideration of all employing printers.

21. We recommend that Printers' Mutual Casualty Insurance receive careful consideration of all employing printers.

22. We recommend the establishment of Printers' Credit Associations in all localities where practical.

23. We recommend that the proceedings of this congress be printed and distributed to the delegates in attendance at this meeting and such other printers as may be deemed advisable.

24. We recommend changing the heading of the column on the cost blanks headed "Hand Composition" to "Composing-room Hand Work."

"Cost of Liability Insurance to the Printing Trades" was reviewed by J. C. Adderly, while Frederick L. Davies spoke on "Accidents in Printing Plants."

W. J. Hartman, of Chicago, addressed the convention on "Machine Composition Costs," giving some interesting figures taken from actual records.

A. E. Southworth, of Chicago, delivered an especially interesting address on "Composing-room Efficiency," using charts to illustrate the points he made. We present elsewhere the full address, together with some of the illustrations.

Other speakers at the last session were B. F. Corday, of Cleveland, Ohio, on "Pressroom Efficiency"; James A. Bell, Elkhart, Indiana, on "Bindery Efficiency," and W. E.

Hobill, of Detroit, Michigan, on "Selling Department Efficiency."

The next meeting of the congress will be held at New Orleans, in conjunction with the twenty-seventh convention of the United Typothetæ.

THE BANQUET.

All records were broken at the banquet given by the Chicago Typothetæ to visitors and delegates attending the twenty-sixth convention of the national body on the evening of September 5, in the Louis XVI. Room of Hotel



CHARLES BEECHER LAHAN,

Who, as Toastmaster, Electrified the Typothetae Banqueters.

(Mr. Lahan is vice-president of the Regan Printing House, Chicago, and a former vice-president of the International Typographical Union.)

Sherman. Almost one thousand persons were in attendance, with the weather beyond description in its abnormal heat. But while the attendance and the hot weather reached record-breaking points, neither constituted the impressive feature of the big affair. Ask any one of the nine hundred-odd who braved the batteries of the weather man, what it was that so well repaid him or her for the courage displayed. There can be only one reply —

"Charlie" Lahan, the toastmaster.

When Chairman Southworth introduced Charles Beecher Lahan, of the Regan Printing House, as the toastmaster of the evening, it was a sweltering, melting and fatigued-looking assemblage that received the announcement with a minimum of enthusiasm. But before Mr. Lahan had finished the introductory section of his oration — and it *was* an oration — every one not only had forgotten the weather discomforts, but was actually rejuvenated, inspired and enthused by the scintillating yet easy brilliance of the speaker.

"Charlie" Lahan made the Typothetæ banquet a success in spite of the elements.

Following the lead of the toastmaster, the speakers of the evening all did remarkably well. Eugene U. Kimbark, president of the Chicago Association of Commerce, spoke on "Cooperation," reciting some of the good effects of organization. He called attention to the unselfish work of printers in the Association of Commerce, saying that some of that body's most useful and energetic members were from the printing trades.

J. Stearns Cushing, the retiring president of the United Typothetæ, spoke feelingly of his connection with the organization, and declared that his elevation to the presidency would always be remembered as the proudest period of his life.

"The Child" was the subject of Miss Mary M. Bartelme, public guardian of Cook County. She made an eloquent plea for the children, and deeply interested her auditors in the work which comes under her supervision. Some pathetic pictures were drawn of child-life in public institutions.

Judge Marcus Kavanagh, of Chicago, defended "The American Judiciary." He believed that America was blessed with the most able, the highest-minded and the most conscientious judges to be found anywhere in the civilized world. It may be that the Judge had some compunctions as to how the statement would be received, for he prefaced it with so many good stories and witticisms that he had gained the sympathy of his listeners. At any rate, if the American bench is not all that Judge Kavanagh pictured it, it is not because he himself has not endeavored to make it so.

The last speaker on the program was the newly elected president of the United Typothetæ of America —A. M. Glossbrenner, of Indianapolis. His subject was the "Typothetæ's Future," and he gave some good reasons why he believed it would prosper and become one of the most influential and powerful organizations in the commercial life of the nation. Mr. Glossbrenner is among the very few men from the West who have been selected to lead the national body, and printing craftsmen will watch with interest his conduct of the executive affairs in this oldest of American employing printers' organizations.

THE EXHIBITION.

Printers' machinery and supplies exhibitions reached top-notch pretensions in the one held at Hotel Sherman, Chicago, during the convention and cost congress of the United Typothetæ of America. All of the available space in the hotel was taken, and some late applicants were unable to secure space. While it is doubtful whether it pays the supply men in dollars and cents to go to the expense necessary to make exhibits at these affairs, certain it is that the exhibitions are doing a work of education that possibly could not be accomplished in any other way. It is all a part of the progressive movement for more enlightened craftsmanship.

Among those who helped the good work along at this exhibition, the following were noted by INLAND PRINTER representatives:

J. A. Richards Company, of Albion, Michigan: Multiform outfits.

J. W. Butler Paper Company, Chicago: Display of high-grade papers for printers. A featured line was the

Cameo Plated Coated Book. The booth had the air of an art gallery.

George L. Lee & Co., Cleveland, Ohio: Perfection Metal-pot Feeder — a revolutionary method of casting ingots and automatically feeding linotype metal-pots.

Cleveland Folding Machine Company, Cleveland, Ohio: The Cleveland Folding Machine — "the only folding machine that does not use tapes, knives, cams or changeable gears in folding."

A. F. Wanner & Co., Chicago: Potter proof presses.

A. G. Burton's Son, Chicago: Universal-Peerless rotary perforators.

Wanner Machinery Company, Chicago: Golding job presses.

George C. Dent & Co., Chicago: Time-stamps, time-recorders, elapsed-time computers. The unique Measuregraph attracted much attention.

Williams-Lloyd Machinery Company, Chicago: Schneidewend proof presses, Clayborn registering devices.

Cowan Truck Company, Holyoke, Massachusetts:



Section of Louis XVI. Room at Hotel Sherman, Chicago, During Progress of the Banquet Tendered by the Chicago Typothetae to Delegates and Visitors Attending the Twenty-fifth Anniversary Convention of the United Typothetae of America, September 5, 1912. Almost One Thousand Persons Were in Attendance.

The new No. 2 Special is designed to augment quicker and better prooftaking — the foot-lever trip is supplemented by an automatic trip.

F. P. Rosback & Co., Benton Harbor, Michigan: Stitchers, cutters, folders, punchers, rotary perforators and index cutters.

Keystone Type Foundry, Philadelphia: Steel furniture, metal trucks, steel cabinets for sorts, galleys, etc., double bank, registering table.

Challenge Machinery Company, Grand Haven, Michigan: Diamond combination cutters, Advance lever cutters, register hooks and sectional blocks, cast-iron furniture, galleys and quoin keys.

Eastern Sales Company, Chicago: Vandercook proof press, including the new model 1720 Composing-room Cylinder. The latter was sold while on exhibition.

Thompson Typecasting Machine Company, Chicago: Thompson typecasters.

Lino-Tabler Company, Chicago: Cross-rule broach, to be used in connection with the Lino-Tabler system.

"Cowan" truck (for handling stock). W. H. Toebelman, 82 West Washington street, Chicago, western agent.

C. F. Anderson & Co., Chicago: Anderson 100 Per Minute Folder and Anderson Bundling Press.

American Type Founders Company, Chicago: Mashek form trucks, steel furniture, adcuts, galleys, chases, Chandler & Price Gordon press driven by a Crocker-Wheeler motor, Tatum paper drills, Boston wire stitchers of the latest model, a large exhibit of steel goods for printers' use, such as cabinets, stands, and iron-surfaced imposing-tables.

Automatic Time Stamp Company, Boston, Massachusetts: Time-stamps.

Barnhart Brothers & Spindler, Chicago: Steel furniture and frames, metal furnaces, steel Lino copy cabinets, metal trucks (steel), ink and paper cabinet (steel), make-up tables (steel), electric welded chases, sectional chase rack (iron), chase trucks (iron), printers' desks (all steel), cast-iron furniture, steel tablet presses, all-brass galleys, display rack of printed type and border specimens, platen-press brake (iron), Superior chase locks.

Wetter Numbering Machine Company, Brooklyn, N. Y.: Wetter Type-high Numbering Machines.

Miller Saw-Trimmer Company, Alma, Michigan: Miller Saw-Trimmers and attachments.

Autopress Company, New York: An autopress. The machine was purchased by a Chicago printing-house.

Philip Ruxton Company, Chicago: Inks and specimens. Also an exhibit of slides and apparatus for color analysis, an imported chemists' scale for determining quantity of ink used on large jobs. Mr. Andrews was present explaining the fine points in color harmony and the relation of color to printing.

Paper Mills Company, Chicago: Splendid exhibit of paper specimens and large display rack showing the value of their "dummy" service to printers.

Uprightgrain Printing Base Company, Chicago: Bases for printing plates and quoins, registering hooks, Johnson auto-roller rack and overlay table.

Rapid Electrotype Company, Cincinnati, Ohio: Aluminotype (new platemaking process).

H. B. Rouse & Co., Chicago: A large line of printers' tools and utilities, including the famous Universal block and hooks, brass galleys, mitering machines, lead and rule cutters, composing-sticks, etc.

John Thomson Press Company, New York: Platen press, "Laureate." A number of fine printed specimens were distributed to callers.

Charles Eneu Johnson & Co., Philadelphia: Printing-inks.

Hexagon Tool Company, New York, saw, planer and trimmer.

Gisholt Machine Company, Madison, Wisconsin: Periodograph.

The Swink Printing Press Company, Delphos, Ohio, had one of its two-revolution presses at 703 South Dearborn street. This press was a part of the display of the Wanner Machinery Company, Chicago.

Printing Machinery Company, Cincinnati, Ohio, had on exhibition registering devices and presses.

Mergenthaler Linotype Company, New York, exhibited an improved lead and rule caster, producing two-point leads and rule up to thirty ems in length. Attached to this machine was the Perfection metal-pot feeder and Perfection gas-governor. These automatic attachments are manufactured by George E. Lee & Co., Cleveland, Ohio.



Section of Louis XVI. Room at Hotel Sherman, Chicago, During Progress of the Banquet Tendered by the Chicago Typothetae to Delegates and Visitors Attending the Twenty-fifth Anniversary Convention of the United Typothetae of America, September 5, 1912. Almost One Thousand Persons Were in Attendance.

Latham Machinery Company, Chicago: Monitor wire stitchers, punching machines, embossers, job checkers, bookbinders' presses, creasers, scorers, table-shears, paging and numbering machines, hard-die perforators, and complete bindery equipment.

Waters Tabulator Company, Council Bluffs, Iowa: Tabulating machine, an adjunct of the linotype machine.

J. L. Morrison Company, Chicago: Book and box stitchers.

Gatchel & Manning, Philadelphia: Fine engravings of all kinds, principally processwork.

Royal Electrotyping Company, Philadelphia: Reproductions of electros for colorwork.

The Rayfield-Dahly Company, Chicago: Dahly combined perforating and numbering machine.

The Latham-Leethem Company, New York: Plate-mounting system and automatic beveling machines.

MEETINGS

Roosevelt May Address Printers.

The invitation extended to Ex-President Theodore Roosevelt to address the second cost congress of the Ohio printers, to be held at Cincinnati, on October 3-5, has been accepted, according to the *Commercial-Tribune* of that city.

It is provided in the acceptance, however, that if his presence is urgently needed elsewhere at the time, Mr. Roosevelt will necessarily have to disappoint the Ohio printers.

Boston Craftsmen Resume Meetings.

The Boston Club of Printing House Craftsmen will resume its fall meetings with a dinner on Thursday evening, October 10, at the Revere House, Boston. John Rogers, of the Mergenthaler Linotype Company, will address the club on "Machine Composition: The Linotype and Its Possibilities." Mr. Rogers has been for a number of years at the head of the experimental department of the Mergenthaler Linotype Company, and is a master of the subject of his discussion.

Employing Electrotypers Favor Arbitration Plan.

At the convention of the International Association of Electrotypers, held at Chicago, on September 3-4, a policy was adopted favoring arbitration in labor disputes through national committees, such as is now in effect between the International Typographical Union and the American Publishers' Association. Steps will be taken looking to a conference with the officers of the International Stereotypers and Electrotypers' Union, with the object of bringing about such an agreement.

The association, which has been inactive for a number of years, effected a reorganization at the Chicago meeting, electing the following officers: President, William F. Scott, Boston; vice-president, H. Clark, Cleveland; secretary, Paul J. Wilhelm, Buffalo; treasurer, Charles S. Partridge, Chicago.

Employers' Organizations in Australia.

Our youthful contemporary, the *Australian Printer*, says there is decided improvement in the relationship existing between master printers on the other side of the world as compared with conditions of a few years ago. Typothetæ have been established in four of the States, and results are not belieing the promises of the advocates of organization, whose principal purpose is to remove competition from the sphere of prices to that of quality and punctuality.

On September 11 to 13 a conference was to be held at Adelaide under the auspices of the South Australia Master Printers' Association, but it was predicted in July that it would result in the inauguration of a federal association embracing all the States and known as the United Master Printers of Australia.

Canadian Printers' Cost Convention.

Indications point to a large gathering facing Temporary Chairman Desbarats when he calls to order those attending the Canadian Printers' Cost Convention at the Technical School of Montreal, on October 24 and 25. The tentative program presents a fine array of speakers and subjects. Among out-of-the-ordinary features are the appearance of French titles for papers, a clergyman — Rev. Frére Bourassa — on the program, and the King's Printer — equivalent to our Public Printer — will reply to the addresses of welcome. The convention will last two days, and especial arrangements are being made for the entertainment of lady visitors. As the fare-and-a-third system still prevails in Canada, it is expected the wives of many printers will take advantage of the opportunity to see the interesting French Canadian metropolis. The affair is being managed by a large committee, of which William A. Desbarats is chairman, Charles S. J. Phillips, vice-chairman, and Charles H. Tice, secretary-treasurer.

Colorado Editors Support Master Printers.

At the summer meeting of the Colorado Editorial Association, held at Steamboat Springs in August, with over three hundred editors in attendance, the following resolution was adopted:

WHEREAS, The members of the Colorado Editorial Association are aware that efforts are being made by the master printers of many cities to have the paper-supply houses recognize them as the retail part of the paper business, and have asked that when price-lists are issued a differential of twenty-five per cent in prices be made in favor of the master printers, and that the said price-lists be restricted in circulation among master printers only as the said retail part of the paper business; and,

WHEREAS, The paper-supply dealers in Denver have recently issued price-lists as heretofore and distributed them without restrictions, and have ignored the request for a twenty-five per cent differential made by the master printers as said retail part of the printing business; therefore be it

Resolved, That this Colorado Editorial Association place itself on record as being in full sympathy with the master printers in the request made of the paper-supply houses, that it pledge its membership to full coöperation whenever possible, and express the hope and wish that the master printers continue their efforts until the supply houses grant the differential asked and a more equitable and just relationship between printers and supply houses be established.

Southwest Printers in Third Annual Congress.

The Southwest Printers' Cost Congress will hold its third annual meeting at Muskogee, Oklahoma, November 8 and 9. This congress is composed of printers from Oklahoma, Kansas and parts of Texas, Missouri and Arkansas. The first meeting was held in Wichita, last year's meeting at Oklahoma City, and the 1912 meeting promises to be the best of all, at Muskogee, the wonder city of the Southwest, which has grown from an Indian village to a metropolitan city of forty thousand in less than ten years.

Many of the most prominent cost enthusiasts of the country are expected to attend. The social part of the meeting, which is in charge of the Muskogee Ben Franklin Club, will include automobile and street-car rides, banquet, luncheons, etc., all of which will be entirely free to visitors. The Muskogee Club is arranging to publish a souvenir program, which will be distributed in advance of the meeting, to raise funds for the entertainment.

The officers of the Southwest Printers' Cost Congress are: President, G. M. Booth, Wichita; vice-president, Harry V. Bowman, Muskogee; secretary, Mrs. F. D. Harmon, Leavenworth; and treasurer, O. P. Meloy, Joplin.

Dave L. Guyette, Muskogee, is secretary of the general committee on arrangements for the meeting.

Convention of International Photoengravers' Union.

The thirteenth annual convention of the International Photoengravers' Union was held at Denver, Colorado, the week of August 19 to 24, and resulted in an important session of that organization and a week of pleasure combined for the delegates, their families and friends who made the trip West.

The engravers took up the fight against the new amendment to the Bourne parcels-post bill before Congress,

which raises the rate to publishers on second-class mail matter from 1 cent per pound to 2 cents, and directed that telegrams of protest be sent to United States Senator Boies Penrose, chairman of the Senate conference committee on postoffices and post roads and to the other members of the committee. Action was also taken asking all printing-trades unions to use their influence to prevent the passage of the objectionable amendment.

Another important measure which was discussed in convention was the raising of a defense fund of $100,000 to be used as needed in dealing with employers. The International Association of Manufacturing Photoengravers is said to have recently raised a fund of $25,000, and the employees seriously considered the raising of an amount four times as large, although it is stated that no decision was finally reached in the matter.

Sixty-five local unions make up the international union, which has a total membership of 4,500. There are forty-six members of the Denver branch, and extensive preparations were made for entertaining the delegates and visitors, who numbered nearly two hundred. The local entertainment committee consisted of H. F. Kennison (chairman), who also made the address of welcome Monday evening; F. Stone, J. Jones, L. H. Weiler, F. Seeleman, and C. J. Weinand. A program of entertainment was arranged for each day, the business sessions being held in the mornings, and the afternoons and evenings being devoted to sightseeing and visiting near-by mountain resorts. On Thursday the five engraving plants of Denver were closed all day, permitting the employees to accompany their guests on a trip to Glacier Lake. Several of the larger plants were also inspected by the visitors, and at the close of the convention many of them made the trip to Colorado Springs to view the Home for aged printers maintained by the International Typographical Union.

In addition to the delegates, a number of distinguished men of the allied trades attended the meeting. Among them were George Stein, representing the International Typographical Union; George L. Berry, of the printing pressmen; Robert Glockling, president of the International Bookbinders' Union, and International President Matthew Woll, of the engravers, whose home is in Chicago.

At the close of the sessions, which were held at the Albany Hotel, as headquarters, Matthew Woll was re-elected president; Louis A. Schwartz, of Philadelphia, elected secretary and treasurer; Peter J. Brady, of New York, first vice-president (being elevated from the position of third vice-president, which he held last year); Henry F. Schmall, of St. Louis, second vice-president, and Charles Vandervoort, of Los Angeles, California, third vice-president.

Cleveland, Ohio, was selected for the place of meeting of the next annual convention.

THE NEW DEVIL.

A new devil was on the job and he was busily at work learning the case. The foreman noticed that occasionally he would fling a type out of the window. Finally he went over and asked the boy why he was doing it. The reply came back confidently, "Some of these things are no good. They ain't got anything on them." — *British Colonial.*

ACCIDENTAL.

Waiter — "Well, sir, how did you find the beef?"

Diner — "Oh! I happened to shift a potato, and — well, there it was." — *Bystander.*

PROGRESSIVE POSTAL-RATE CONGRESSMAN THANKED.

Hon. M. B. Madden represents the First Congressional District of Illinois, which includes Chicago's famous "loop," and is said to be the greatest commercial and manufacturing district represented in congress. It embraces the bulk of Chicago's printing and publishing industry. Though few of the business men have votes in this district, yet Mr. Madden — a man of business himself — tries to keep in touch with the needs of diversified industrial interests in his bailiwick.

Thus he came in contact with the printing industry and its troubles with the Postoffice Department, and in the current Congress was made a member of the House Committee on Postoffices and Post Roads. He proved to be a valuable aid at Washington, for though a standpatter in many things he is a progressive in his ideas about the dissemination of printed matter. Members of the Ben Franklin Club and Chicago Trade Press Association, who had met Mr. Madden as representatives of their respective associations, thought there should be some expression of appreciation of the Congressman's services to the industry. It took the shape of a complimentary dinner under the auspices of both organizations on the evening of September 12, at the Chicago Press Club. Resolutions were adopted declaring the nonpartisan character of the gathering, and thanking Mr. Madden for the valuable services he had rendered the trade, complying with requests promptly without regard to the political affiliation of the citizens. In a short talk the Congressman said the printing and publishing industry was manufacturing intelligence and entitled to the aid and assistance of the Government. He did not think the Postoffice Department should be expected to show a profit any more than any other department, and opined that rates should be lowered rather than increased. Addresses were made by President Shaw, of the Federation of Trade Press Associations; W. J. Hartman, president of the Ben Franklin Club of America; B. B. Herbert, A. H. Lockwood, M. H. Madden and W. B. Prescott. A resolution was also adopted authorizing the president of the local Trade Press Association and Ben Franklin Club to appoint a committee to collect funds for the purpose of gathering data for presentation to the commission on second-class matter and to look after the trade's interests at Washington during the forthcoming session of Congress.

The committee representing the Ben Franklin Club is composed of President J. J. Miller, of Barnard & Miller; E. W. Beedle, president of the Henry O. Shepard Company; James L. Regan, president of the Regan Printing Company; W. J. Hartman, president of the W. J. Hartman Company. The Trade Press Association — E. R. Shaw, president of the Federation of Trade Press Associations; President F. D. Porter, of the *National Builder*, and Morton Hiscox, of the *Retail Coalman*. These gentlemen formally organized, with Mr. Shaw as chairman, Mr. Regan as treasurer, and Secretary Chandler, of the Ben Franklin Club, as secretary.

CAUTION.

"Shall I empty your waste-basket?" asked the janitor. "It is brimful of correspondence."

"No," answered the man who is combining politics with high finance. "Just hand me my bonds and stock certificates and I'll stuff 'em in some pigeonhole so that you can lock the waste-basket in the safe." — *Washington Star.*



TYPOTHETAE OF CHICAGO, 1895.

Courtesy of the J. W. Butler Paper Company. See opposite page for list of names of members and companies represented.

MEMBERSHIP OF THE CHICAGO TYPOTHETAE SEVENTEEN YEARS AGO.

By the courtesy of the J. W. Butler Paper Company, Chicago, THE INLAND PRINTER presents on the opposite page the portraits of the members of the Chicago Typothetæ of 1895. These portraits are particularly interesting at this time, following the national convention. The J. W. Butler Paper Company was the first firm in the allied industries enrolled as a charter member of the organization. Following are the names of those shown in the illustration, in the order in which the portraits are presented:

Reading from left to right, first row: A. D. Brown, W. J. Jefferson Printing & Publishing Company; W. J. Jefferson, W. J. Jefferson Printing & Publishing Company; Ralph Jefferson, W. J. Jefferson Printing & Publishing Company; John Allen, Stromberg, Allen & Co.; Bradley Dean, Dean Bros.; C. M. Staiger; M. A. Fountain, M. A. Fountain & Co.; C. E. Rollins, Rollins Publishing Company; O. B. Marsh, H. C. Marsh & Son; R. B. Cotter, Central Show Printing Company; Edward Beeh, Jr.

Second row: M. C. Dean, Dean Bros.; A. Rogerson, Rogerson & Co.; John J. Miller, Barnard & Miller; Carl Graeff; S. G. Pitkin, Rogers, Pitkin & Hall; James Guilbert, James Guilbert; R. R. McCabe, R. R. McCabe & Co.; Reuben H. Donnelley, R. R. Donnelley & Sons Company; Ben S. Donnelley, R. R. Donnelley & Sons Company; Thos. E. Donnelley, R. R. Donnelley & Sons Company; H. S. Tiffany, H. S. Tiffany & Co.

Third row: Robert Fergus, Fergus Printing Company; Geo. A. Strong, Chicago Newspaper Union; F. E. Moore, R. R. Donnelley & Sons Company; Albert W. Landon, *The Humane Journal;* Franz Gindele, Gindele Printing Company; Andrew McNally, Rand, McNally & Co.; B. B. Herbert, National Printer-Journalist Publishing Company; James L. Regan, Regan Printing Company; D. H. Christophel, Women's Temperance Publishing Association; Geo. M. D. Libby, Libby & Sherwood; John L. Hanlon.

Fourth row: E. Rubovits, Rubovits & Son; J. B. Huling, Commercial Printing Company; Charles F. Blakely, Blakely Printing Company; W. B. Conkey, W. B. Conkey Company; Frederick Barnard, Barnard & Miller; R. R. Donnelley, R. R. Donnelley & Sons Company; A. R. Barnes, A. R. Barnes & Co.; Amos Pettibone, Pettibone, Sawtell & Co.; Leon Hornstein, Hornstein Bros.; J. W. Donohue, Donohue & Henneberry; Dwight Jackson, Thayer & Jackson Stationery Company.

Fifth row: W. P. Henneberry, Donohue & Henneberry; A. W. Vawter, Baker-Vawter Company; David Blakely, Blakely Printing Company; P. F. Pettibone, P. F. Pettibone & Co.; W. P. Dunn, W. P. Dunn Company; Thomas Knapp, Knapp Printing & Binding Company; Chas. E. Leonard, Knight, Leonard & Co.; George E. Cole, George E. Cole & Co.; Cyrene H. Blakely; Chas. E. Strong, Chicago Newspaper Union; L. G. Rubel, Rubel Bros.; Willis J. Wells, Rogers & Wells.

Sixth row: N. B. Barlow; O. P. Bassett, Pictorial Printing Company; Newton Lull, George E. Marshall & Co.; William Johnston, Johnston Printing Company; W. D. Boyce, W. D. Boyce Company; Simon Rubel, Rubel Bros.; Wm. H. Rand, Rand, McNally & Co.; George E. Marshall, George E. Marshall & Co.; M. Umbdenstock, Globe Lithographic & Printing Company; G. P. Engelhard, G. P. Engelhard & Co.; Chas. D. Rogers, Rogers & Wells; D. R. Cameron, Cameron, Amberg & Co.

A CURE FOR THE BLUES.

Anyway, it is a blessed thought that always some place in the world there is some one more miserable and more unfortunate than we are. We don't know that we should be glad about it, but we know it is the truth, and, knowing it, we have an immediate remedy for the "blues" by trying to hunt them out and aiding them. If you have the "blues," cure them by helping some one else who, too, is in trouble — real trouble.— *Cincinnati Commercial-Tribune.*

WHEN YOU WANT WHAT YOU WANT.

Pretty Soon is better than Never, but it is a poor substitute for Now.— *S. E. Kiser, in Chicago Record-Herald.*

"B. L. T." PICKUPS.

HOW LONG THE DAYS ARE GETTING!

A daughter was born this week to I. C. Conductor and Mrs. F. M. Tucker.— *Carbondale Free Press.*

CRUEL AND UNUSUAL.

One of the witnesses declared that he had seen Indians burned alive more than once.— *Literary Digest.*

THE NEW FAD.

Everybody preys on Father —
Stickpins, ties, and stocks.
Mother wears his trousers,
Now sister wears his sox.

—UNCLE JOHN.

A MIRACLE OF LOAVES AND FISHING.

Nearly 200 people spent the Fourth of July at Pin Hook. They took along a sandwich, fishing tackle, and a cheerful disposition.— *Jackson (Iowa) Republican.*

BOKOO AMBISH.

Financial partner to raise pigs, by ambitious young lady.— *W. G. N.*

A BLANKET LICENSE MIGHT COVER IT.

"Please tell me if a couple must have a license in order to be married in every State in the Union. L. M. J."

— *Marion Harland's Helping Hand.*

Q. E. D.

[Excuse received by the Superintendent of Schools, Province of Abra, Philippine Islands.]

"We, the undersigned, to prove — That on Thursday past, Mximo Rojas were absent on account of sickness, that his sickness were itches insofar that he were unable to wear trousers. Therefore he were absence."

"IT'S THE UPKEEP THAT COSTS."

The mere buying of a car is but the beginning of your dealings with the Ford Motor Company.— *Ford catalogue.*

THERE ARE GRASS WIDOWS, GOLF WIDOWS, COLLEGE WIDOWS, AND ——

The annual boat excursion under the auspices of the Chicago Methodist Ministers' meeting, for the benefit of the worn-out preachers and their widows, was held last Monday aboard the steamship Columbus.— *Washington Heights Prospects.*

SOME LADY, ABSOLUTELY.

A slight accident occurred yesterday afternoon in front of Albert's garage, when a motorcycle ridden by an unknown rider ran into a woman, whose name is likewise unknown, resulting in a smashup of the machine, but the lady escaped uninjured.— *Waterloo Reporter.*

RELIES ON PITTSBURGH'S SMOKE.

Mr. Blakiston wears no underclothing and summer outer clothing the year 'round and frequently goes without a hat.— *Modern Methods.*

STRANGE AS IT MAY SEEM.

One man was lying on the gravel with his head severed from his body. He was dead.— *Dryden (Ont.) Observer and Star.*

WHAT'S THE IDEA?

Notice — I wish to state that I am the proprietor of the ice-cream parlor and that my customers will not be bothered in the future with children.— Dillie Mapes Wildman. — *Prophetstown Echo.*

— *Line-o'-Type or Two, Chicago Tribune.*

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Mechanical Overlay Is Advised.

(1267) An Eastern pressman writes: "In the March edition of THE INLAND PRINTER there was a paragraph about a resinous overlay. I tried white lead with very poor results. Would like to know what to use as a fixative, and where I could get an air brush. I am a pressman in a small shop, and in a short time I am going to print sixty-four full-page half-tones. With an overlay of that kind I could make the job look better and do it quicker than by cutting the overlays by hand. I am a reader of THE INLAND PRINTER and have gained a great deal by it."

Answer.— If you use powdered resin on a printed sheet and heat each overlay separately, it will fuse the resin and you will not need a sprayer, as the resin will adhere to the ink. If you use a powdered substance such as litharge and wish to spray it, then all you need is a small atomizer and a bottle of fixative rather than an air brush. These articles may be purchased at a store where art supplies are sold. An atomizer costs about fifteen cents, while the liquid fixative is sold at the same price. We believe that you should not undertake such a difficult job with this method unless you first give it a try-out, or you may run the risk of spending considerable time without having satisfactory returns. If you take an offset impression on thin, hard paper and dust it on both sides it will give you double value; you will find that the powder adds to the thickness of the sheet in the solids more than in the high lights. However, much depends on nature of the impression taken and the amount and kind of ink applied. Chalk or metallic overlays are so much superior to the hand method that there is no comparison possible, so we would recommend these in preference to the method with which you are about to experiment.

How to Perforate without Cutting the Rollers.

(1274) A California printer furnishes the following information concerning printing forms containing perforating-rules: "Perforating-rules can be satisfactorily worked on platen presses without cutting the rollers, as follows: Get a 10-cent spool of surgeons' adhesive tape one-half inch wide, cut to width desired, and wrap around rollers at point where perforating-rule touches. It does not interfere with the type-matter, unless said type-matter is close to the rule. The tape does not take ink as well as the rollers, hence perforated line is not smeared with ink. (1) What is a spot-sheet in platen presswork? (2) What combination of inks makes Vandyke brown? (3) Is the 'Baby Hoe' press still manufactured, and can a new fountain-knife be procured for one? (4) Do printers without a cost system use the fourth dimension in figuring where the next 'square' is coming from?"

Answer.—(1) A spot-sheet is a sheet marked out and patched up with tissue and folio as the case may require. In fact, it is a part of the make-ready. (2) The term Vandyke brown is not one that gives an idea of an exact tone of brown ink. As near as we can give it, it may be made from red, yellow and black. In the Margo color-chart red-purple hue 10 seems to approach nearest to the hue of a wash of standard Vandyke water-color. (3) For all repairs on Hoe presses write R. Hoe & Co., 504 Grand street, New York city. Give the letter and number of the press, which can be found on bed-plate. (4) This question can probably be answered by some printer who has not yet adopted a cost system. The "square" will perhaps be in the form of a borrowed meal-ticket.

Tympan for a Cylinder Press.

(1314) A Michigan printer writes: "I am a young printer, in a small office. I do all my own presswork. I have encountered a task that I am unable to perform. Kindly tell me the best tympan to put on a cylinder for ordinary job printing, a complete packing, and how to arrange it."

Answer.— We regret your query was not more complete. You should also have given us the name of the press and the nature of the work done on the machine, as we could then give you a more comprehensive reply. However, the following directions cover the general run of work: (1) Take a piece of pressboard that will be full width of the cylinder between the bearers and one inch longer the other way. When it is scored so as to fold over the edge one inch, attach it to the pins on the cylinder under the grippers (2) Put a manila draw-sheet over this, clamp it and reel it up tight. (3) Place a number of sheets of print paper on top of the draw and lay a column-rule over these, and when you bring it just about level with the cylinder-bearers you have enough tympan. Over this place another draw or top sheet, which should always be well oiled. This tympan will do for almost any kind of a job you will have.

Carbon Sheet for Mark-out Table.

(1316) A Vermont pressman writes: "Can you inform me through your columns where I can get a carbon board such as is used in make-ready for marking out sheets? I have used them in large pressrooms, but never troubled myself as to where they could be bought, how they were made, or if they can be made in the pressroom. Those that I have used were about three-sixteenths of an inch thick — what looked to me like a binder's board with carbon all through the sheet."

Answer.— We do not know where they are sold. A suitable mark-out board may be made by using a pulp board. Lay it on an imposing-stone or other flat surface. Rub into it a mixture of castor-oil, paraffin and lampblack, which will be made into a thick paste. Allow the board to

stand a while before using. This will last quite a time. Repeat the treatment when it fails to give a strong enough mark. A heavy piece of manila tag-board passed slowly through the form-rollers, having it well inked, is a good substitute for the above. A little castor-oil mixed with cylinder news ink is best suited, as it does not dry hard like job or book ink.

Slurring on Envelope with Rule Border.

(1311) Submits a No. 10 envelope having a rule border that gives about eighteen points margin. Opposite the flap is a slur where the envelope touched the rule before it was impressed to the tympan. This contact produced a slur. The printer writes: "I enclose a marked copy of an envelope with which I have had trouble. I fed it at first head first, but it slurred so badly that I had the form changed and fed it head up, with the result as you see. I would like to know if there is any way of printing these without taking the flaps out, so that they will not slur."

Answer.— The envelope can be worked by using corks attached to twine stretched between the grippers. The bits of cork will hold the envelope firmly to the tympan and prevent the air beneath causing it to become baggy. This plan is often adopted where open places occur in forms and the rule causes a light slur or double print.

Oiled Paper to Cover Ink Fountains.

(1318) An eastern pressman writes: "I am a cylinder pressman and learned my trade under a capable foreman. In an argument with another pressman I held that in placing an oiled sheet of paper on the ink in the fountain the oiled side should be up. He says the oiled side of the sheet should touch the ink. Which is proper? You will oblige me by giving full information regarding how to make the metallic overlay. I am operating presses in a large private plant, and am soon to print a large form of half-tones. At present I cut all my overlays."

Answer.— We can not see that it will make any difference which side of an oiled sheet of paper is applied to the ink, for the reason that when a sheet is oiled it permeates the stock in such a way that it would be difficult to determine which side the oil is applied to. The making of metallic or chalk overlays by unauthorized persons is unlawful. For information regarding metallic overlays write Gilbert, Harris & Co., 416 North Fifty-second avenue, Chicago. The chalk-overlay process is controlled in the United States by Watzelhan & Speyer, 183 Williams street, New York.

Printing on Tin.

(1312) An eastern printer writes: "Can you tell us briefly how to print on tin? We wish to print one word in type two inches high on a piece of tin 3 by 10 in size. Can this be done on a platen press? What kind of type is required, and what is the nature of the ink? We have seen references to this process in your columns from time to time, but are not able to find these references now."

Answer.— Printing on tin of the nature you describe can be done on a platen press. The requirements for tin printing are a suitably coated metal, which is not tin but sheet iron. This may be procured in various thicknesses and coated in any color desired. The sample enclosed is a thin grade coated on one side. You may secure the coated or plain tin cut to dimensions from the American Can Company, Chicago, Illinois, or from any of its branches. While it is possible to print on coated tin from type, it means the utter destruction of the type that is used, so that one must resort to a rubber plate, much like a rubber stamp, but vulcanized harder. With this plate mounted type-high, you use a special ink, or an ink that carries considerable drier, for the reason that the ink must dry wholly on the surface. The printed plates must be laid out singly to dry, and after a few days may be given a coating of varnish to further protect them. The regular line of tin printing ordinarily seen is done by the lithographic process, and it is stoved after printing to insure its permanency. It is given a higher gloss by varnishing. If the work you desire to produce really requires tin, you will be able to print on it, but it will require some treatment, as tin-plate is usually greasy on the surface. Special inks for tin-plate printing may be procured from your ink-dealer. If the work is to be a common-grade job, a good job ink with the addition of drier will answer the purpose.

Embossing and Felt Printing.

(1317) Submits a letter-head printed in black ink and embossed, also a small felt pennant printed in black ink. The letter-head contains six lines of light-face gothic, six-point, placed in the corners. The balance of the letter-head is set in larger bodies, which is readily embossed to advantage. The letter-head is cleanly printed but not sharply embossed, hence the following letter from the pressman: "(1) I am enclosing an embossed letter-head and would like you to examine it and let me know how to overcome the defects you note; also your opinion as to whether or not this is a poorly made die. I have tried everything I have ever heard of without results. Note the irregularity of the relief in the letters. (2) Would like to know what process is used in printing the enclosed pennant."

Answer.—(1) The embossing of the letter-head does not look well, principally because the register is imperfect and partly because of the attempt to emboss the small letters. The counter die evidently was defective, as the relief is not regular nor is it as sharp as it should be. We are unable to say whether or not the embossing die is properly made. If a more plastic medium had been used for the counter die and a good impression were obtained, we could give a definite reply thereto. In using material for a counter die, select a kind that will be plastic enough to enter the fine interstices in the die, and finally harden enough to resist the impress of the paper under pressure. You should have a copy of "Embossing and Die Stamping," which is published by The Inland Printer Company; price, $1.50. (2) To print on felt, all you need is a special ink and a suitable type-face or plate; a home-made woodcut will answer. The ink should have a heavy body, with considerable drier in it. A good job ink may be used, either black or color, and add drier. Work a liberal quantity on the job and spread out the work, for the felt will be found to offset if piled. No plate or type with fine lines should be used — nothing but characters well opened up — and if zinc etchings are used they should be etched and routed extra deep. A few sheets of hard tympan is all that is necessary. Your dealer will supply you with the inks.

Printing a Half-tone Plate on an Envelope.

(1313) Submits an envelope in which a half-tone plate was used for the corner-card. The letter explains the trouble experienced in printing from a half-tone plate: "(1) Enclosed you will find a sample envelope. Is there any way in which the streaks across the cut, caused by the glue of the envelope, can be prevented? A great deal of time was lost making this job ready, and so you see the result even then was not very satisfactory. (2) We have a font of type which has been much used, and having been washed with benzin, dried ink has accumulated around the

sides, causing the type to be off its feet when used in a long line. Will you please tell me how this type may be cleaned?"

Answer.— Printing of a half-tone plate on an envelope where it crosses a flap is always attended with difficulties. The trouble is not due to the glue, but to the variable width of the lapped-over part of the envelope. This is an unavoidable condition in envelopes and you can meet the objection by using what is called baby rubber next to the top sheet of your tympan. You may be able to secure a piece of this rubber from a local dentist. In using this you can prepare your tympan in this way: Use about four sheets of news stock covered with a sheet of thin manila for a top sheet. Just under the top sheet use the piece of dental rubber. Under this rubber you will have the tympan cut out for the lapped-over part. In regard to the hardened ink on a font of type, if it is a small job font, set up all the type and tie it up, then place it in a tray and cover it with a solution of equal parts of crude carbolic acid and turpentine. After it has remained about twenty-four hours in this solvent, take it out and let it stand a while on a cloth spread out in order to remove the surplus solution. Brush it with benzin and you will find that the hardened ink will wash off easily. A few washings with lye and careful rinsing afterward will make the type clean. If the font is a large one, take the loose type from the case, box by box, and place it in a can or vessel containing the carbolic acid and turps, and allow it to soak long enough to loosen the hardened ink. Throw the type out into a strainer and rinse with benzin; then put in weak lye, and afterward rinse well. The type may be dried and will be found clean and free from grease, and no lye will be found crystalized on it.

A New All-size Sheet-feed Rotary Press.

For years printers of average means have felt the need of an all-size sheet-feed rotary press. This want is now met in the Warnock Double Sheet Feed Rotary Press, which is practically an all-around printing machine, adapted to all classes of commercial and high-class book printing.



Wallace S. Warnock.

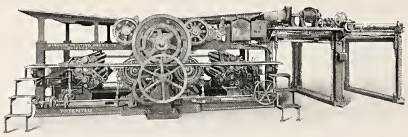
The first press built was so successful that it sold readily. The best grade of work is executed on it at speeds varying from four thousand to six thousand impressions an hour. It prints two thirty-two-page magazine forms, from 49 by 75 inches down to 24 by 36 inches.

The press can be converted from a one-color press to a two-color press in ten minutes, and will print two sheets 49 by 75 inches in two colors at every revolution of the cylinder. The press is equipped with the latest registering devices to facilitate the quick make-up of forms. The rollers may be washed up automatically in less than five minutes and may be thrown out of contact by the movement of a lever.

An original feature is the equipment of two extra-cylinder form jackets to permit the preparation of two extra forms, thus reducing the time to a minimum in the make-up of forms.

Every part of the press is readily accessible, the forms being put on and made ready from the floor.

The sheet delivery is substantial, new and unique; the printed side of the sheet is at no time in contact with anything that will smut it or rub the ink, and as sufficient air



Warnock Rotary All-size Printing-press.

is retained between the sheets while they are being jogged automatically, the ink surface dries very quickly.

The inventor of the press, Wallace S. Warnock, is a practical printer, and his name is familiar to the printing trade as the inventor of a number of successful mechanisms for the use of printers. The press is manufactured by the Warnock Printing Press Company, Chicago.

Makes Room for New-model Press.

Announcement has been made by the John Thomson Press Company that, on and after September 30, 1912, manufacture of Model A machines, and also ½ M style 2 B will be discontinued. We understand that the company is doing this for the reason that its factory is not large enough to handle the increased business resulting from the introduction of its Models B and J, and also to make room for its newest 1913 machine, which will be known as "Model C." This machine was designed by the younger son of Mr. Thomson, and contains several improvements over the Model B, the place of which it will eventually take.

A New Gripper for Platen Presses.

A gripper that appears to meet every contingency in platen presswork has recently been placed on the market. This attachment is called Hake's Universal Perfection Gripper, and is manufactured by the American Printers' Appliance Company, Milwaukee, Wisconsin. The gripper may be applied to any platen press and consists of a series of adjustable slotted crossbars which may be attached to the special grippers. To the crossbars may be attached blocks carrying adjustable rods of various forms which may be placed in almost any conceivable position to meet the nature of the form being printed. The gripper rods are inserted into an aperture in the adjustable blocks, and they may be bent into any desired shape or cut to any length desired. With an attachment of this kind, a sheet may be held on four sides if desired. At any rate there seems to be no reason for slurring or sheets sticking to the form for lack of grippers to hold it to the platen. It is called by the manufacturers "The Gripper of Unlimited Possibilities."



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Discriminating Printer Wants Better Opportunity.

(1367) First-class, all-around job man desires situation with prospects of better position after proving ability. Has studied the theoretical side of the business, and can discriminate between "good" and "bad" work. Strictly temperate; punctual.

Printing Business for Sale.

(1368) Well-known concern in Quebec, Canada, doing a profitable business in job printing and calendars, desires to sell. Perfect equipment. Established twelve years. A moneymaker for some one. Investigation invited. Bargain to quick purchaser. Good reasons for selling.

Superintendent for Edition Bindery.

(1369) Bookbinder, forty-two years of age, with twenty-seven years' experience in all branches of the bookbinding trade, would like position as superintendent in a well-equipped edition bindery. Thoroughly understands cloth and leather work, and also understands systems. Can furnish best of references from past employers and well-known publishers of New York.

Position Wanted as Apprentice on Newspaper Press.

(1370) Young man eighteen years of age desires to secure job as apprentice on a newspaper press. Has had no previous experience, but has been feeding Gordon and Universal for two years. Ambitious and possesses a fair education.

Competent Pressman of Long Experience.

(1371) On account of wife's health, first-class pressman of fifteen years' experience on all makes of platen presses, as well as cylinder presses, desires to locate with some good firm in a western city. For the past seven years has been employed as working foreman of medium-sized pressroom, doing close-register color and half-tone work. Prefers to specialize on fine-art printing; will be glad to furnish samples of his work to any one interested. Strictly sober and reliable; union.

Proofreader of Unusual Ability.

(1372) Thoroughly experienced proofreader desires a change of position. Has had over ten years' experience on books, magazines, technical journals and encyclopedias. Possesses a good education, holding academic diploma and degree of LL. B. Knows several languages and speaks German fluently. Thoroughly familiar with the printing trade, and has a license to teach printing and proofreading in the evening high schools of New York city. Union. Can furnish excellent references from previous and present employers.

Not Afraid of Any Proposition.

(1373) First-class, all-around printer, capable of taking charge of printing-office, wishes to secure situation where ability, energy and efficiency will be appreciated. Not afraid of any proposition. Thirty-eight years of age and steady and reliable. References furnished.

Wants Position with Good Western Firm.

(1374) First-class job pressman of eight years' experience desires situation with good western firm where he can work on cases as well. Twenty years of age; union. Can furnish best of references.

Can Estimate on General Class of Work.

(1375) Printer with twenty years' experience would like a position with an evening newspaper or good-sized weekly with a job office in connection. Can run job presses, cut stock, estimate on general class of work, set good ads. and do modern job composition. Married; union; steady, and takes pride in his work.

Job Compositor, Ad.-writer, Reporter and Sketch-writer.

(1376) A-1 printer, twenty-six years of age, with experience in every department, including foremanizing, is ambitious to secure position where his capacity and ability not only as a job compositor but as ad.-writer, reporter and sketch-writer may have opportunity for development. Is now located in territory where opportunities are limited. Some of his work as job compositor has been reproduced in the specimen department of THE INLAND PRINTER. Steady, reliable and energetic.

Up-to-Date Printer Wants Managerial Position.

(1377) Energetic young man of four years' experience as manager of $12,000 corporation, printing an eight-page daily and weekly, also doing commercial printing with an average business of $25,000 a year, desires a position. Has had entire charge of buying and selling ends, and is thoroughly experienced in estimating. Is a student of Ben Franklinism and competent to install cost systems. Has also made a study of efficiency in shop production. Is a first-class mechanic, having worked as mechanical draftsman and millwright. Twenty-eight years old; married; no objectionable habits.

A-1 Folding-machine Operator.

(1378) One of Chicago's best folding-machine operators, with first-class references, is desirous of securing a position where he will have in his charge more than one folding machine. Fifteen years' experience. Prefers to locate in Chicago with large house.

Competent to Do Hand-lettering and Layout Work.

(1379) Good all-around printer with fifteen years' experience at the case, who is able also to do hand-lettering and layout work, desires a position with some concern doing up-to-date printing. Will not accept less than $25 a week, with chance for advancement. The applicant expects to develop his capacity for illustrating and designing. Has also worked on job presses, lock-up, and has ability to take charge of small or medium-sized composing-room. For six or eight years has been in charge of small office handling all work from cutting stock, setting type, locking up forms and even making them ready on presses and running them off. Steady and reliable.

Here's an Opportunity for Good Man.

(1380) Fast-growing newspaper and job-printing business in South Dakota is casting about for an enterprising, practical printer and printing salesman who

desires to invest. The applicant says: "We have a newspaper and job department, but they are both growing so fast that the two are too much for me to swing alone, especially as I am not a practical printer. At the present time we are doing $20,000 a year, and nobody has time to solicit. We could multiply that by three if we could go out and get the orders. Franklin Club prices prevail. No large cities nearer than three hundred miles." Just the sort of opening desired by an ambitious and energetic young business printer.

Wants Managerial Position.

(1381) A printer well and favorably known in Chicago and to the trade generally and who has had considerable experience in the printing business is open for engagement as manager. Would like position in this capacity in good progressive and aggressive house. Has had all the experience necessary and can give best of references.

Wants to Connect with Trade Publication.

(1382) A man of considerable experience in the printing business (practical printer) is looking for an opportunity to become identified with monthly or weekly trade publication. Would be willing to invest small amount if necessary.

Printing Salesman Wanted.

(1383) A coming concern in Pennsylvania is in need of a salesman who is able to work up a business in Philadelphia and New York. Wants a man who can make estimates and handle selling end of business entirely, or one who is willing to buckle down and learn. The company is engaged in manufacturing a line of loose-leaf forms, shop and office blanks, stationery, etc., as well as small advertising matter such as blotters, mailing-cards, monthly calendars, envelope slips, small folders, etc. To the right man the company will pay a fair salary, and one-half the profits resulting from business secured by him, with an interest to be had in the business payable out of his profits. This is a splendid opportunity for a hustling, enterprising salesman. Prefers resident of New York or Philadelphia, where business is to be secured.

Superintendent or Foreman.

(1384) Printer with long experience, thirty-six years of age, who has acted in capacity of superintendent or foreman during past seven years in a large commercial office having a battery of linotypes and monotypes, is open for position in Chicago. Good executive ability and can produce results. Good character; steady, sober, reliable and energetic. Union.

Competent Job and Newspaper Printer.

(1385) Printer twenty-eight years of age, with fourteen years' experience as pressman, compositor, foreman and managing editor of country newspaper, who has just graduated in the I. T. U. Course, desires to locate with a job-printing plant having newspaper in connection. Prefers Ohio or Indiana, but will consider other localities. The applicant is capable of taking charge of shop for stock company. Would consider investment if mutually satisfactory. Progressive and ambitious. A-1 references as to character. Union.

Menu Printing-plant for Sale.

(1386) Menu printing-plant in Arkansas health resort, netting from $1,500 to $1,800 a year, is offered for sale at $1,000 — $600 down and the balance in small installments. The present owner is getting old and desires to retire to his farm in another State. He says that a young man with energy can make a great deal more than he has. The owner also says that he has saved $1,000 a year for the past six years working only about five or six hours a day, leaving plenty of time for other work. Here is an opportunity for an ambitious young printer with experience in menu work.

Wants a Competent Color-work Pressman.

(1387) A well-equipped plant in Ohio is desirous of securing a thoroughly competent job pressman who is able to handle all kinds of commercial colorwork on Chandler & Price and Golding machines. A Harris envelope press is also a part of the equipment. Must be steady and reliable.

Likes Pacific Coast or Southwest Canada.

(1388) Printer thirty years of age, with fourteen years' experience — last six years in the capacity of superintendent of an office doing a first-class line of commercial job printing, including steel-die embossing and copperplate engraving — would like to go to the Pacific coast or southwest Canada. Thoroughly experienced in the mechanism of the linotype and has experience in cost-system methods. Would invest a small amount on good proposition, or would buy or lease a small country newspaper.

Monotype Caster Desires Position.

(1389) Monotype caster desires to secure position in which he will have charge of several machines. Now holding position in small plant where opportunities are limited. Has also assisted in care of linotypes. Several years' experience. Can furnish best of references. Sober and reliable.

Partner Wanted for Socialist Paper.

(1390) Printer-editor of forty-six years' experience has just started Socialist paper in thriving Oklahoma town of 1,200 population. Paper is two months old and has over four hundred circulation, and list is growing rapidly. Owner wants young, ambitious, competent job and ad. man as equal partner. Takes $300 to handle proposition and quick action is necessary. References exchanged. Socialist preferred.

Ruling-machine Man Desires to Change Position.

(1391) First-class ruler wants to make change. Twenty years' experience at all kinds of ruling work, and can operate machine to best advantage and saving of time. Will consider only steady position, but will go anywhere in the United States. Married; strictly sober and reliable; union. Can furnish first-class references.

First-class Cylinder Pressman Desires Foremanship.

(1392) First-class pressman, capable of doing finest work, wishes to locate in the South or Southwest as foreman. Good executive, strict disciplinarian and systematizer. Strictly temperate, steady and reliable.

Wants to Sell Whole or Part of Live Printing Business.

(1393) Splendid opportunity for one or two capable printers to buy whole or part of successful printing-plant and office-supply business, running around $50,000 yearly. Michigan. Will inventory $30,000. Not a cheap proposition nor one to be sacrificed. Good reason for selling. Location and plant above the average. Interested parties should possess energy and complete knowledge of the business, and be able to invest from $5,000 to $10,000.

EARLY PRACTICAL BOOKS ON PRINTING PUBLISHED IN THE UNITED STATES.

BY R. A. PEDDIE,
Acting Librarian Typographical Reference Library, St. Bride Foundation, London, England.

IT was not until the year 1818 that the first handbook of practical printing appeared in the United States. The following title and descriptive note are taken from the Catalogue of the Books in the Library of the Typothetæ of the city of New York:

VAN WINKLE (Cornelius S.). The Printer's Guide; or an introduction to the art of printing. New York, 1818. 12mo.

Mr. Van Winkle was a master printer in the city of New York for many years previous to 1840. In this volume he entitles himself printer to the University of New York. The practical part of the book is mostly condensed from Stower. On page 195 he gives a list of the principal printing houses in New York, nineteen in number, but in the preface he says there are about fifty printing-offices, employing five hundred hands constantly. A description is given of the three new iron presses that had lately been introduced; the prices agreed upon by the master printers of New York at a meeting held on September 18, 1815, from which we learn that their price for bookwork was 56¼ cents per thousand ems, the compositor receiving 27 cents; the scale of prices of the journeymen, adopted at a meeting on October 7, 1817; advertisements of Roger Prout and George Mather inkmakers; Ichabod Hoit, printers' furnishing warehouse; Matthew Smith, printers' warehouse; and a specimen of printing-types from the foundry of E. White, No. 11 Thames street. The price of small pica was then 58 cents; long primer, 66 cents; brevier, 86 cents; and nonpareil, $1.75, a pound.

The next item that occurs is known from a copy which belongs to the Boston Public Library:

JOHNSON (John). An abridgment of Johnson's Typographia, or the printer's instructor: with an appendix. Boston, 1828. 12mo.

It is not known who abridged the Typographia. In 1834 was published:

SHERMAN (A. N.). The Printer's Manual; or a brief practical treatise on the art of printing, including some new and important subjects not before discussed. New York, 1834. 16mo.

The author's preface contains the statement that "all works of this kind that have hitherto been published, have, generally speaking, been more or less abridged from 'Stower's Printers' Grammar.'" The most interesting part of Sherman's little book is the "Advertising Appendix." This is contained in twelve pages at the end, printed on blue paper, and includes an advertisement of Messrs. Robert Hoe & Co., of 29-31 Gold street, descriptions with illustrations of the Rust Press, and Spence's self-inking machine, and various cards of inkmakers, wood-letter cutters, etc. The final card is rather amusing:

"Printers' Intelligence Office. Corner of Ann and Nassau streets, New York. By H. Pattinson. Information gratis."

The "Scale of Prices, adopted by the Typographical Association of New York, June 15, 1833," occupies pages 74-80. A copy of this work is in the St. Bride Library.

Two works were issued in 1836, one being

GAZLAY (Theodore). The Practical Printer's Assistant. Cincinnati, 1836. 12mo.

Beyond the fact that there is a copy of this work in the New York Typothetæ Library, nothing appears to be known about this author or his work.

The other work issued this year was the third edition of Van Winkle's Guide. No trace can be found of the second edition, probably issued between 1818 and 1836.

VAN WINKLE (Cornelius S.). The Printer's Guide; or an introduction to the art of printing: including an essay on punctuation, and remarks on orthography. Third edition, with additions and alterations. New York, 1836. 8vo.

The copy in the St. Bride Library has the autograph of William Van Norden and the date August 21, 1847. This William Van Norden was probably the son of James Van Norden, who printed the book. Again much of the body of the work is taken from Stower, but Hansard and other authorities have evidently been used as well. The advertisements include a price-list of printing-type of White & Hagar, and illustrations of the Washington, Smith and Eagle presses. The two first were manufactured by R. Hoe & Co. and the latter by James Maxwell, its inventor and patentee.

We now come to Adams' Typographia, the first really important handbook of the printing art published in the United States:

ADAMS (Thomas F.). Typographia: a brief sketch of the origin, rise and progress of the typographic art; with practical directions for conducting every department in an office. Philadelphia, 1837. 8vo.

Although still there is much matter from the handbooks of Stower and Hansard, this book marks a distinct advance in technical literature. The most important chapter from the historical standpoint is Chapter X, Improved Manual Presses. The author gives illustrations and descriptions of no less than eight presses then in use in America. They are the American, Columbian, Philadelphia, Ramage, Ruthven, Smith, Washington, and Wells.

Copies of this edition and of the third, published in 1845, are in the St. Bride Library. The second edition was published in 1844 (Hoe Library Catalogue, 1887):

ADAMS (Thomas F.). Typographia . . . third edition, with numerous emendations and additions. Philadelphia, 1845. 8vo.

In this edition we have an article on machine printing, with illustrations of two of the leading makes.

The last work we have seen before our self-imposed and arbitrary limit of date, 1850, is:

TRUMBULL (George). Pocket Typographia: a brief practical guide to the art of printing. Albany, 1846. 16mo.

A miniature volume compiled principally, as the author acknowledges in his preface, from Savage's dictionary. This must have been a useful little book in its time. As the title says, it is brief and practical. Copies exist in the St. Bride Library and the Typothetæ Library in New York.

There is a work mentioned in Bigmore & Wyman's Bibliography of Printing, but a copy has yet to be located:

GRATTAN (E.). The Printer's Companion. Philadelphia, 1846. 12mo.

It will be interesting to see whether the publication of these notes will lead to the unearthing of other books and other editions which will throw still more light on the methods of the early nineteenth century printers of the United States.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

How much would you be worth if you lost all your money? — *Life.*

READING A PAGE AT A GLANCE.

The power of apprehension by vision varies greatly in different persons, even in such a simple act as the enumeration of different objects. Most of us can tell, for instance, whether in a group of dots on a paper there are four or five, without counting them, but if in a larger group we were asked to tell whether there were twenty-five or twenty-six, we should have to count. And yet there are authentic cases on record where a person was able to recognize the number of as many as sixty objects, merely by glancing at the group. When we pass on to a more complex act, like reading, there is equal diversity. The child of old had to spell out his words, letter by letter; if trained by modern methods, he recognizes each word, without spelling it. Most of us read by taking in several words at a time. But the record seems to be held by a case reported in the *Journal of the American Medical Association* (Chicago, July 6), by Dr. George M. Gould, the well-known medical writer and editor, in which a man could actually take in a whole page of print without reading it, a few words at a time, in the usual way. This Doctor Gould believes to be abnormal, and dependent on defective vision, odd as this may seem. He writes:

"Mr. C——— had the power of reading a page of an ordinary book, duodecimo or octavo, at a glance. His eyes and attention were fixed on the page for but a second or two, and it was read, its statements or contents so fixed in memory that they could be brought forth from that 'vasty deep' whenever in after years desired. Page after page was thus read; and book after book, year following year. Several volumes might thus be gleaned in an evening. It scarcely needs the saying that it was necessary that the book should be 'easy reading'; its English of good style; the subject treated not essentially unfamiliar, recondite, or philosophic, but within the easy grasp of the man's intellect, such as well-written novels, narrative, history, essays, poetry, the magazines, etc. In reading poetry, of which he was extremely fond, he could by a glance store his memory with the line or stanza of a page or poem which to his critical judgment stood out with superior excellence.

"This ability began to show itself in late mid-life, growing more and more perfect in his later years. It was often put to the test by his assistants or secretaries, and more frequently he vainly tried to prove that they possessed the same celerity of reading as himself. Not one could even remotely rival him. In directing such tests by others he persistently urged that they could carry them out as speedily and correctly as himself, if they followed his own rule and habit — namely, fixing the gaze and attention on the center of the page, thus causing at once the entire page to swim into view, to be perceived and to be photographed in memory. He was scornful of the ordinary fashion of reading line after line, or sentence after sentence. Of course, none ever succeeded in reading as did he, and he could not understand it; he was even vexed by it, and bluntly said that their inability was due to mental causes or lack of exercise. He never dreamed that his ability in the act of reading so rapidly sprang from a strange peculiarity of disease in his own eyes.

"Every student of vision knows that, as a general fact, it is optically impossible for the two normal and immobile eyes to look intently on a small object such as a word or two in the center of a page, and, at the identical instant, see and understand all the sentences at the limits of the page above, below, etc. The structure of the human retina and the history of its function absolutely forbid it. The 'field of vision,' it is true, may be thus mapped, and its widest boundaries localized by means of the mere existence of illuminated objects placed at the edge — but that is not intellectual vision, and memory is not called in.

"Optically considered, it all appeared primarily to be the result of a marvelous, even an impossible, perfection of the visual mechanism, united, of course, to a mental outfitting of exquisite sensitiveness, infallible memory, and extraordinary intellect. No question may be raised as to these last-named endowments of his mind, but pertaining to the very large and primary part played by the eyes themselves, the phenomenon was based solely on a pathologic lesion — it was due to disease. It was, in truth, a rare but not the first instance of physiologic function perfected through life's splendid ingenuity and repair, even recreation, out of the mangled left-overs of morbidity and disorganization."

This prodigy, in short, had lost the use of the central sensitive part of his right retina, which had been destroyed by disease in middle life. The tendency of a remaining part to take on the functions of a lost part here came into play, and the region about the destroyed spot increased its sensitiveness so widely that it could see clearly all that border region of the printed page that usually seems blurred to us when we look fixedly at the center only. Of course, the central part could not be seen at all by that eye, but it could by the other eye, and the two together could thus see the whole page clearly. A wonderful memory did the rest. But just how was the increased sensitiveness of the surrounding retina attained after the central spot or "macula" had been destroyed? Says Doctor Gould:

"In the common eye of mankind the accuracy and perfection of imaging in the more outlying retinal regions lessens with every degree traveled toward the periphery. But some relative accuracy is retained in all parts, and this, beyond doubt, is capable of increased education. It is a well-known fact that the creation of a new macula frequently takes place at some distance away, when the original macula has been destroyed. Some birds have two normal maculas. In the present peculiar case the striving after a new macula would be, and certainly was, replaced by exceptional sensitizing, enlarging, and educating of the greater zone surrounding the lost macula. This trend or necessity was aided by the fact that, being originally right-eyed, this man's right eye, after the loss of its central vision, held, in part at least, to its natural right and habit of dominancy.

"The extremely sensitive and highly endowed brain thus seized on the disadvantages of disease and turned them into a superbly valuable excellence. This anomalous acquirement of synchronous large-space reading was a great aid to the man as student and master of literature.

"It may be added that a normal pair of eyes, without any lateral motion, is able to read printed lines at fifteen inches distance, only when such lines are from about ½ to 1 inch long. To extend this length of line to 3 or 4 inches, as in the present case, and synchronously to visualize intelligently thirty or forty lines, is beyond question impossible for the normal visual mechanism. But to such eyes as those of Mr. C——— it would not only be possible, but, well considered, natural.

"It appears clear to me that so long as the two eyes retain the habitual functions of the two normal macular regions there can never be such a marvelous extension of synchronous and perfect peripheral vision as was illustrated in Mr. C———'s case. That is possible only when one macula is destroyed, with retention of the perfect peripheral portions."— *The Literary Digest.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Kindly Pay Your Postage.

An Australian correspondent writes: "Perhaps it would not be amiss if you inserted a paragraph in THE INLAND PRINTER, reminding your readers and advertisers that the rate of postage to Australia is 5 cents. This morning's mail brought four letters from America on which I had to pay a tax of 6 cents each." We expect this is largely caused by carelessness — a failure to instruct clerks who handle the outgoing mail. Stenographers should become informed on postage rates to foreign countries, and make proper notation on envelopes before sending them to the "stamp girl."

Wins Trophy in Golf Tournament.

E. D. Moeng, president of the Franklin Company, the well-known printing and engraving house of Chicago, on August 27 won a cup contested for by 235 golf players in



Golf Trophy Won by E. D. Moeng, President of the Franklin Engraving Company, Chicago.

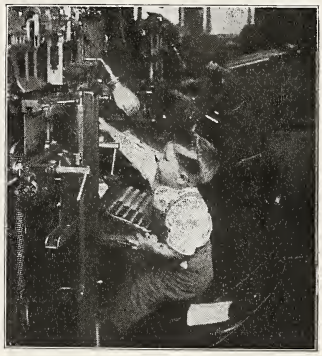
the fifth annual golf tournament of the Chicago Association of Commerce, held at the Beverly Golf Club links. The cup, which is shown herewith, was presented by the interstate division of the association.

The Paper Comb Arrives.

A new paper novelty has made its appearance in Philadelphia, according to a correspondent in the *Paper Mill*. The new idea consists of a comb, made of smooth, hard-finished paper. It was brought to Philadelphia by a salesman, and has already been placed in the stocks of several jobbers, and is for sale throughout the city. The teeth of the comb are coarse and wide apart, but even so the comb is quite useful. The comb is intended for use only once and is then to be thrown away. It is designed for travelers, for use in public baths, and in various places where now are found combs kept for common use. The comb is put up in a waxed paper bag, and is retailed at 1 cent.

"Bob" Rhinesmith — A Linotype Student.

The "young man" who is seated at the linotype in the accompanying illustration is the son of W. L. Rhinesmith, manager of the Midland Linotype School, Charles City,



Not Able to Set Two Thousand Lines, But a "Comer."

Iowa. "Bob" is only three years old, but his attitude in the picture is that of a veteran. While it is admitted that he has not reached the two-thousand-lines-a-day mark, his grandfather — the worthy editor of the Charles City *Daily Intelligence*, and former editor of the Shelby County *Republican* — is a firm believer in young "Bob's" ability to break all records in the three-year-old class.

Purchases Job Office of the "Picayune."

The historic job office of the New Orleans *Daily Picayune*, which has been operated continuously for seventy years, was recently purchased by the E. S. Upton Printing Company, of that city. The purchasers will make it an addition to their own well-established business. It is said that probably more celebrities have had work done in this old office than in any other printing institution in the country. A relic of the early festivities in the South is preserved in the form of a menu and toast-card printed in the Picayune job office long before the Civil War. It adorns one of the walls of Brown's Café, corner of Broadway and Thirty-ninth street, New York city, little altered by the

effects of time. The card was printed for a brilliant banquet given in New Orleans as a testimonial to the world-renowned actor — J. E. Murdock — on March 2, 1847. It is to-day an object of interest to New Orleans travelers who visit New York.

Aldridge Company Incorporates.

Announcement is made of the incorporation of the A. D. Aldridge Company, of Dallas, Texas, which succeeds the well-known southern firm of A. D. Aldridge & Co., stationers, printers, bookbinders and engravers. The officers of the incorporated company are A. J. Toole, president; A. T. Layton, secretary, and A. D. Aldridge, general manager.

"Twenty Years of Successful Printing."

This is the title of a handsome booklet recently issued by the National Printing & Publishing Company, of Chicago, in commemoration of the concern's twentieth anniversary. It is a splendid piece of advertising, the illustrations of up-to-date machinery telling an impressive story of twentieth-century progress in printing-plant equipment. Shown herewith is a group picture of the National's present force.



Force of the National Printing & Publishing Company of Chicago, Which Recently Celebrated Its Twentieth Anniversary.

Providence Supply Dealer in New Home.

J. Earnest Hammond, dealer in printers' material and paper goods, 50 Exchange place, Providence, Rhode Island, has moved to 129 Dyer street, in the printing district of that city, where, with increased facilities and floor-space, he is enabled to carry larger stocks, a gratifying indication of a flourishing business.

New School of Printing.

On September 30 the Department of Education of Buffalo, New York, opened a vocational school of printing at the corner of Michigan and Tupper streets, that city. The new school has the hearty support of the Master Printers' Association and the typographical union. Four classes of pupils will be accommodated, as follows:

Vocational Course — Open to grammar-school boys of the Seventh grade or above, who are thirteen years of age. Boys who have their preliminaries will be given preference, although any Seventh-grade boy will be admitted. The course is two years, and leads to graduation with a State vocational-school diploma.

Advanced Trades Course — Open to graduates of the vocational course. Two years. Leads to a State senior trades-school diploma. Many of the June, 1912, graduates are already enrolled in this course.

Part Time Continuation Course — Open to all apprentices of the printing trades under eighteen years of age. Most of the employing printers of Buffalo, especially the Master Printers' Association, have pledged their active and moral support to this movement, and will allow their worthy apprentices one day in each week to attend school, on full pay.

Evening Course — Open to advanced apprentices and young men who have the necessary qualifications to take up this work.

All of the courses will include shopwork and bookwork, about one-half of the time being spent at each. The shopwork, including typesetting and presswork, will be taught by journeymen instructors in the school shops, which are to be well equipped.

"The Man of the I. T. U."

John G. Knight, a printer, and publisher of popular music, 262 East Cherry street, Columbus, Ohio, has written and published a stirring march song, entitled "The Man of the I. T. U.," which he has dedicated to the International Typographical Union. He says that "the story it tells can't but appeal to the membership at large," and that it "lauds the organization in a way no other effort has ever done."

C. A. Richards Joins George F. Lasher.

C. A. Richards, formerly manager of the installation department of the Autopress Company, of New York, has resigned and accepted a position as sales manager with George F. Lasher, Philadelphia.

Gabfest of Eighteen Million Words.

During the session of Congress just closed all records were surpassed in the flow of oratory. Eighteen million words have been turned into the *Congressional Record*, making a volume of 13,003 pages. The session lasted 265 days. On three previous occasions Congress was in session a longer period of time, but fell far short of the record made by this session in speechmaking. Here are the figures: Fiftieth Congress, 321 days, 10,216 pages in *Record;* Fifty-first Congress, 304 days, 11,588 pages; Fifty-third Congress, 268 days, 10,216 pages; Sixty-second Congress (session just closed), 265 days, 13,003 pages.

The Independent Typefoundry.

A new typefoundry, the Independent Typefoundry, has been organized by a number of experienced typemakers and printers, with temporary offices at 1240 Monon building, Chicago. The company does business on the mail-

order system, thereby cutting administration expenses to the minimum, and doing away with losses incident to bad accounts. The first specimen-book of the new concern shows an impressive array of all the modern type-faces in full series.

Moves into New Quarters.

The Automatic Press Feeder Company, with offices heretofore at 509 South Dearborn street, Chicago, has moved its headquarters to the Transportation building, corner of Dearborn and Harrison streets, Chicago.

New Home for S. C. Toof & Company.

The new building of S. C. Toof & Co., of Memphis, Tennessee, will give that enterprising concern 54,360 square feet of floor-space, which is double the area it now occupies. The officers of this progressive southern house are: W. H. Bates, president; Otto Zahn, vice-president; John G. Little, secretary and treasurer; Burton E. Savage, assistant manager, and St. Elmo Newton, sales manager.



A Picture of Enterprise at Memphis, Tennessee.

"The Danish Lines."

The B. D. Rising Paper Company, of Housatonic, Massachusetts, has issued a unique folder to advertise its Danish Bond brand of paper. The advertisement is in the form of a railroad folder, with the statement that "The Danish Lines run through the richest and most thickly populated portions of the United States — the best route for service and satisfaction." On the inside pages, in true folder style, is a map indicating the various agencies of the company.

Oldest Job Printing Office in New York.

The veteran John Nolty, president of the Evening Post Job Printing Office, New York city, takes issue with Mr. Hartman, who in our September issue gave the distinction of being the oldest office in New York to Robert W. MacGowan's concern. Mr. Nolty claims it for his office and says: "This office, which is separate from the newspaper of similar name, was established in 1840 by William Cullen Bryant and William G. Boggs, and has had a continuous existence ever since. Both of the aforesaid gentlemen lived to be eighty-five years old — due probably to the fact that printing was done for profit in the old days and not at any old price, make or lose."

"Best Plate Finish."

The above is the name of a book-paper descriptive of which the George W. Wheelwright Paper Company, of Boston, has just issued an attractive catalogue. The catalogue, which is printed in various combinations of colors, shows examples of type, decoration and illustration in various processes, all printed on the paper in question, and in such manner as to be an effective demonstration of the adaptability of the stock to various needs.

Wetter Numbering Machines in Operation.

Among the most unique and attractive displays at the recent exhibition held during the convention of the United Typothetæ in Chicago, that of the Wetter numbering machines in operation in a handsome case, under glass, was most interesting and impressive. The machines ranged from a giant size to a minute pigmy, and the changing numbers held the interest of every one, the accuracy of the mechanism and the quiet celerity of the movements exciting much admiring comment.

New Concern Takes Over Embossing Process Company.

The Embossing Process Company, 638 Federal street, Chicago, recently transferred its ownership and all rights to a new company formed at Washington, D. C., to be known as the American Embosso Company, with general offices at the Union Savings Bank building, Washington, D. C., with the following officers: W. W. Ramer, president, New York city; W. B. Westlake, vice-president, Washington, D. C.; C. L. Bowman, treasurer, Washington, D. C.; J. H. DePue, secretary, Washington, D. C. The Embossing Process Company of Illinois has recently been granted a charter in Illinois to transact and take care of local business already contracted for under the former name, with

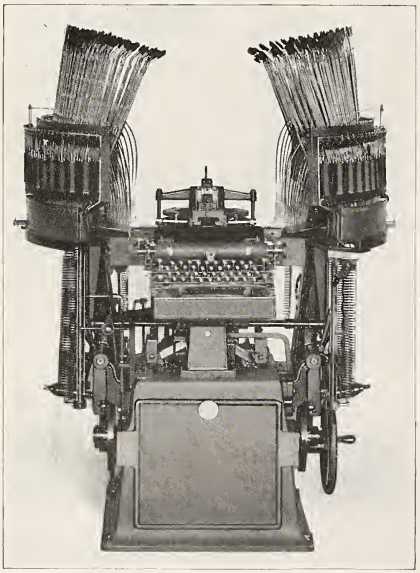
F. A. Burkus, president; A. N. Marquis, vice-president; H. J. Smith, secretary, and E. P. McKenna, treasurer, all of Chicago.

"Rowotype"—A New Typesetting Machine.

Newspaper publishers and printers — especially those located in the many small cities and towns throughout the country — will be interested in the announcement that a new typesetting machine is about to be placed on the market which casts slugs and is so simple in construction and operation that no machinist will be needed to care for its mechanism. The Ogden Rowotype Company, Chicago, is the owner and manufacturer. The new device is called the "Rowotype Slugcasting Machine," and is to be sold at a popular price.

From the accompanying illustration it will be seen that the "Rowotype" is a small and compact machine, and that complicated mechanism has been reduced to a minimum. The brass matrices are attached to the rods shown at the sides of the machine. These rods normally are erect. They are released by a simple mechanism, and while they fall by their own weight, they are forced to fall by a simple contrivance. After they are assembled and the slug is cast the matrices are raised to place instantly on the withdrawal of the slug from the casting-seat.

A novel feature of the machine is that the keyboard is a standard typewriter, which can be detached at will and used for typewriting purposes. It is connected to key-levers, which electrically operate the matrix spaceband-releasing mechanism. The spacebands are very simple in construction and operate as wedges to tighten the line. The slug is cast in a vertical position, and is trimmed to height and exactness otherwise by the knives, the adjustment of which is easily manipulated. Provision is made for the quick changing of faces and bodies.

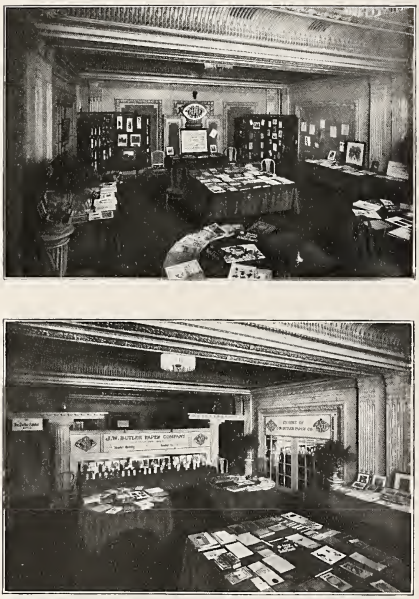


The Rowotype

The machine occupies less than six square feet of floor-space and its greatest height is about four feet. It will not weigh more than five hundred pounds when running, as it will be seen from the foregoing that it is comparatively a small machine.

Butler's Exhibit at the Typothetae Convention.

One of the real treats at the exhibition of printers' machinery and supplies, held at Hotel Sherman during the Typothetæ convention last month, was the handsome display of paper and advertising made by the J. W. Butler Paper Company, Chicago. It seemed as if the visitors regretted they could not remain indefinitely once they were surrounded with the superb specimens of printing produced on the different papers carried by this house. Many undoubtedly realized for the first time the full value of good paper in the production of fine printing. We show herewith two views of the display.



Two Views of J. W. Butler Paper Co.'s Exhibit of Paper and Advertising at the Recent Convention of the United Typothetae, Held in Chicago.

"The Story of Papermaking," issued by the Butler Company, and declared by experts to be one of the most enlightening publications on papermaking ever written, was presented free to each visitor to the exhibit.

The Queen City Ready-reference Book.

A new catalogue by the Queen City Printing Ink Company, of Cincinnati, Ohio, is, as its name implies, a ready-reference book of colors. It is a most comprehensive showing, containing specimens of 175 different inks, and by the use of a cut-out card which accompanies the catalogue

hundreds of different combinations are obtainable. The book is nicely gotten up, in convenient form, and should appeal to the user of inks as a reference-book, for which it is intended.

Type Foundry's Fortieth Anniversary.

Bass Point, Nahant, Massachusetts, was the scene of a celebration on August 17 which will be remembered with pleasure by the staff of the H. C. Hansen Type Foundry, five linen "Eagle A" papers, in the different folio weights, so arranged that they may be removed for testing purposes. It also shows the full line of colors of each paper, and gives a list of the selling agents carrying the various papers in stock.

The book is attractively gotten up. It is well printed and nicely bound, and can not fail to be just what was intended by the publishers — a book of genuine utility and service.



Celebrants of the Fortieth Anniversary of the H. C. Hansen Type Foundry.

of Boston. The occasion was the fortieth anniversary of the founding of the company's business, and while outings are given by the management to the concern's employees each year, the affair took on especial significance in marking the fortieth anniversary. The program included a shore dinner, dancing, music, field sports and appropriate speeches, H. C. Hansen and Alfred Hansen being among the orators. About one hundred were present, and a highly enjoyable day was spent. The illustration shows a group picture of the picnickers.

Lakeside Press Picnics.

On August 17 employees of the Lakeside Press and Chicago Directory Company enjoyed their fifth annual outing at Palos Park. The program issued was in the shape of a little magazine, entitled "The Lakeside Press Picnicker," and its editor made it a book of humor. In defining a picnic he says: "A picnic consists of one hundred or more lunch-baskets, five hammocks, one million ants, seventy-one thousand mosquitoes and a band." This picnic, however, was a little different. There were all kinds of athletic sports, music, dancing, singing and a general good time. It was a day of genuine enjoyment.

Suit Over Dictionary.

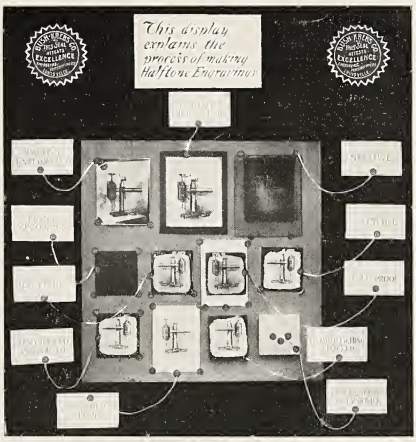
Noah Webster, of dictionary fame, is the subject of a fight in the federal court between three publishing houses. The G. & C. Merriam Company, of Springfield, Massachusetts, which concern claims the right to the names "Webster" and "Noah Webster" for dictionary publishing, by means of conveyances from the scholar's widow and heirs, is the complainant in three bills for injunction filed in the United States District Court at Chicago against the W. B. Conkey Company, of Hammond, Indiana, and Charles C. Thompson & Co. and M. A. Donohue & Co., of Chicago.

The "Eagle A" Bond-paper Sample Book.

The American Writing Paper Company, of Holyoke, Massachusetts, has recently issued a book of bond papers which is the most complete publication of its kind that we have seen. The book contains samples of thirty bond and

Educating the Public in Engraving Processes.

The Bush-Krebs Company, artists, engravers and electrotypers, of Louisville, Kentucky, recently placed in a window of its office a display showing the complete process of making half-tone engravings. A photograph of this display was taken, a half-tone reproduction of which is



Window Display of Half-tone Processes.

shown herewith. Great interest was manifested in the display by the passers-by, crowds gathering in front of the window to study the processes of the engraver's art. Regarding the photograph from which the plate was made, the company writes: "We notice a little peculiarity in the photograph — which was made 8 inches wide — of this display. The little seals used to attach the ribbons to the cards were, in the photograph, ⅛ inch in diameter. From

the distance that the camera was placed from the window it was impossible to see any lettering whatever on these seals, but the lens caught the lettering distinctly, and when put under a glass every word on the seal could be read distinctly. Of course this does not show in the half-tone plate."

Robert H. Piratzky.

Robert H. Piratzky, who claimed to have been the first to discover the three-color process of printing, and who was a pioneer lithographer and engraver of Chicago, died at his residence, 709 South Ashland avenue, Chicago, on September 19, aged seventy-seven years.

Dorman Company Issues New Catalogue.

The J. F. W. Dorman Company, of Baltimore, Maryland, has recently issued catalogue No. 55, which illustrates the various goods they make and handle. This firm is one of the pioneers in the making of rubber-stamp machinery, rubber stamps and various other utilities for office use, having been in business since 1865. All printers and dealers in stationery and office suppplies should have this catalogue handy.

English Press Introduced Into America.

The Haddon Safety Platen Press, a high-speed English-made machine, suited for all classes of work, has recently been introduced to American printers. It is the only press fitted with a safety gripper feed. It has an automatic sheet-delivery which carries the printed sheets to the delivery-table, where it is jogged into a regular pile. The platen is stationary and is supported by a massive frame. A novel feature in the construction of the platen is a removable plate fitted with tympan clamps. This attachment can be removed in an instant, and where the press is equipped with a duplicate a job may be running while another is being made ready; or while the press is being washed up or oiled the make-ready may be carried on at a table or any convenient position away from the press. The throw-off is operated by a treadle, leaving both hands of the feeder free. It can not be applied at the wrong time. The sloping feed-board, being in line with the platen, makes feeding doubly easy, and with the automatic sheet-delivery high speeds are made possible. The printed work is visible to the feeder at all times after the sheet is delivered. The gripper action is positive, and though the sheet may have but three-sixteenths of an inch margin, it is gripper-controlled until delivered. The output is from two thousand to three thousand sheets an hour of 11¼ by 17½ inch sheets.

The inking is performed by three full-sized form rollers that operate on a plate. The fountain is located above the plate, and has a large roller and a full-width sweeping vibrator that effectively breaks up the ink on the plate. The vibrator may be washed in the press without removing it from its bearings. Among the special and exclusive features are: stationary platen, visible delivery of sheets, removable platen plate, treadle impression throw-off, improved distributing roller motion, generous ink fountain, adjusting screws within easy reach of the feeder, adjustable roller-bearers and reduced bed movements. All parts are standardized and interchangeable, and are numbered for easy replacement.

A pair in a hammock
Attempted to kiss;
In less than a jiffy
They landed like ʇɥıs
— *Typographical Circular.*

MILLET'S COLOR SCHEME WON COVETED ATTENTION.

In his early years as an artist the late Frank D. Millet had a hard struggle to gain recognition. He sent pictures to exhibitions, to be sure, and good pictures they were, but no one paid any particular attention to them or said anything about them.

One day Millet conceived an idea. He painted a picture of a lady in black sitting on a bright-red sofa, standing against a vivid yellow background. The effect was just a trifle startling. Friends who saw it in the process of production expostulated with him and asked him what he was going to do with it. They were astounded when he announced that he was going to send it to the exhibition. They told him the critics would "wipe the floor" with him. "They can't do that without mentioning me," said Millet quietly, "and they've never even done that, as yet."

To the exhibition the picture went. It killed everything within twenty feet on either side of it. You couldn't help looking at it. It simply knocked you down and held you there.

The critics got into a towering passion over it. They wrote whole columns about it. They exhausted the English language in abusing it. They ridiculed the committee that permitted it to be hung. They had squibs and gibes about it, but every time they spoke of it they mentioned Frank Millet. He suddenly became the best-known artist in town. Somebody, because of the stir it had made, bought the picture at a good price and removed it to the seclusion of his own home.

When the next exhibition came off Millet had another picture ready, one of a very different sort and very good, but no better than others which he had exhibited before. The critics had much to say about it and "noted with pleasure the marked improvement" that Mr. Millet had made, "an evidence," as they modestly put it, "of the value of criticism, even though severe, to a young artist." And the majority of them never realized that Millet had simply compelled their attention by a clever trick.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

HER FRENCH.

M. Fricasse was of a very emotional temperament. He was staying in a seaside hotel, and had fallen violently in love with a pretty young English "mees," who also was a visitor. While he sat in the winter garden, reading, his beloved one came in, leaving the door slightly open, as it happened. Up sprang M. Fricasse, and, throwing out his arms passionately, he cried, in broken accents, "*Ah, je t'adore!*" The young lady drew herself up haughtily. "Sir!" she retorted, "Shut it yourself." — *Exchange.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of bodytype, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6⅝ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

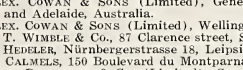
FOR SALE — Half-interest in prosperous weekly newspaper and job office; are you tired of the ceaseless grind — always on your toes for somebody else? Want to do something for yourself? This is a splendid opportunity for ambitious printer; 8-page paper, all home print, established 1880; live wire in local affairs with confidence and good will of citizens generally; no competition — mining town 4,500 population; greatest silver-lead camp in West — produces weekly 4,000,000 pounds shipping ore; has paid $50,000,000 in dividends; own lot and building center Main street; plant comprises Miehle press, Omaha folder, junior linotype, 2 jobbers, 30-inch cutter, punching, stitching, perforating machines, electric power, plenty of material, job type, stock cupboards, office furniture, etc.; monthly advertising $426.68, jobwork $311.51, subscription receipts $111.96; pays two proprietors $200 each per month; partner in charge of mechanical end will sell for $1,700 cash down and $1,500 to be paid in monthly instalments of $50, which can easily come from profits of business over salary and leave plenty of margin to swing on. W. A. RADDON, Park City, Utah.

FOR SALE — Job-printing office which was established 12 years ago and is doing a fine business on the same old spot; pony cylinder, 4 jobbers, individual alternating variable speed motors, large power stitcher, paper cutter, die-stamping press, card cutter, display type and everything which makes a first-class office; rigid investigation courted; will give satisfactory proof why I must leave the business; fine chance to get a well-established running business in a manufacturing city of 30,000 people. L 982.

ARIZONA, the new State; splendid opportunities for live, wide-awake newspaper man with small capital; I offer daily newspaper plants with complete job departments in Douglas, Bisbee and Globe, 3 of largest cities in Arizona; will sell all or singly; each office equipped with linotypes; personal reasons for selling; do you want a bargain in a flourishing new State where your investment will double in 4 years? Write P. O. DRAWER C, Clifton, Arizona.

LETTERS FROM OUR CUSTOMERS prove they are making from $5 to $15 per day running a Feuerstein Automatic Card Printing Press in department stores, hotels, news-stands, cigar stores, stationery stores, railway stations, office buildings, or in a small store of their own; prints cards and all kinds of small jobs perfectly; 6,000 an hour; press and complete outfit of type and furniture, $110. ERNST SALES CO., 5357 Kenmore av., Chicago, Ill.

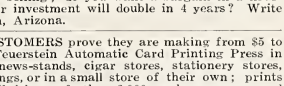
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE — Newspaper and job office, situated in a good town in Saskatchewan, western Canada; no opposition, good advertising and job patronage, plant up-to-date and in first-class condition, good office building; good opening for real estate office in connection; price for building, land, plant and business complete, $60 monthly; good reason for selling. MILLER & RICHARD, Winnipeg, Canada.

FOR SALE — Small engraving plant; bought new 6 months ago; will require $1,000 cash, balance will be taken out in work; an excellent opportunity for an all-around photo-etcher with some business-getting ability. Address, for full particulars, SEYMOUR & MUIR PRINTING COMPANY, Grand Rapids, Mich.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

EXTRAORDINARY BARGAIN — Good-paying, long-established, running business, plant and good will at about cost machinery alone, or of outfit bought secondhand dealers; chance of lifetime; fine chance to start paper. PAULY PRINTING HOUSE, Eau Claire, Wis.

THE MERCHANTS' ASSOCIATION of a progressive town of 6,000 wants a live daily newspaper; excellent opportunity for the right man. Write to A. E. ALLEN, Jersey Shore, Pa.

FOR SALE — One-fourth interest of a new photoengraving plant in an Eastern city with 350,000 inhabitants; good opportunities for a man who means business; needed $2,500. L 978.

EXPERT WILL FURNISH any typecasting-machine company with drawings (also metal plates) for faces of type; by contract or salary. L 912.

FOR SALE — Job office; established business last year over $9,000; good chance for live man; terms reasonable. L 966.

OPERATOR will install linotype in printing-office having 100,000 ems composition weekly. L 964.

FOR SALE OR TRADE — Up-to-date job-printing plant; must sell at once; leaving city. L 968.

FOR SALE — BARGAIN in printing business in largest city in Texas. I 928.

Publishing.

FOR SALE, on very attractive terms, printing business in New York city; inventory over $40,000, yearly business about $60,000. HARRIS-DIBBLE COMPANY, 71 West 23d st., New York.

ENGRAVING METHODS.

CANFIELD'S MECHANICAL METHOD FOR ENGRAVING printing plates, enables anyone understanding printing to make zinc or copper reproductions from newspapers, magazines, catalogues, drawings, prints (same size); purely mechanical, no drawing or tracing, uses gaslight or daylight, no photographic knowledge necessary; complete outfit, chemicals, plates, book instructions, etc., $7.50; specimens free; make lots of cuts, trifling cost. H. CANFIELD CO., 437 E. Woodlawn, Philadelphia, Pa.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, BOX I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

FOR SALE — 14½ by 22 and 10 by 15 Chandler & Price presses, complete with electrical equipment; practically as good as new, having been operated but a short time; bargain for quick buyer; located in plants throughout the country, from San Francisco to Boston. BOX 387, Cleveland, Ohio.

FOR SALE — Most complete two-Gordon print-shop on West Side; fine location; established 13 years; low rent; trade keeps two men busy most of year without soliciting; going West. McDONALD & CO., 1863 Ogden av., Chicago.

FOR SALE OR EXCHANGE — 1, 4, 6, 8 and 12 page Goss perfecting press, tape fold; will sell on terms or trade for flat bed cylinder in first-class condition. Address SAM C. HANNA, 147 North Spring st., Los Angeles, Cal.

FOR SALE — No. S-1 Harris automatic press; top feed; size form, 17 by 18 inches; guaranteed in perfect condition; $1,000 for quick sale. CLEVELAND PRINTING CO., 2069 E. 4th st., Cleveland, Ohio.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

FOR SALE — Simplex typesetter, 10-point size, good as new; find it is not what we want, hence sale; will guarantee. THE BIDDLE PRESS, 1010 Cherry st., Philadelphia, Pa.

FOR SALE — Three No. 2 Linotype machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING COMPANY, Philadelphia, Pa.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — Two Model 3 Canadian linotypes with very complete assortment matrices; plant in excellent condition. BARNES & CO., Halifax, N. S., Canada.

FOR SALE — Eight-page Goss perfecting press, with stereotyping outfit; is in excellent condition. THE JOURNAL PRINTING CO., Racine, Wis.

HELP WANTED.

All-around Men.

ALL-AROUND PRINTER WANTED — Man to take charge of job office, 4 platen presses, making a specialty of the better grade of work; married man preferred, one who has had an office of his own, or had charge, as he will be expected to take full charge; union; address, stating wages, experience, and enclosing references in first letter, BIEBLE PRINT SHOP, Wilkesbarre, Pa.

WANTED — A-1 job printer and newspaper man to take charge mechanical end of weekly; if habits, personality and ability are right, will be given opportunity to take an interest in one of best business propositions in New England; give full particulars and references at once. L 999.

WANTED — All-around printer for small shop in southern Wisconsin; doing better class of work; must be rapid compositor with tasty (not elaborate) ideas, and fair pressman; enclose 2 or 3 samples when writing. L 663.

Bookbinders.

WANTED — Blank-book forwarder, who can also operate Hickok ruling machine; steady position. L 990.

Compositors.

WANTED — Display compositors of good taste for general work; scale $17 for 48 hours; will pay more for fast men. HALL LITHO. CO., Topeka, Kansas.

Miscellaneous.

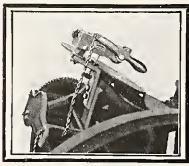
A BARGAIN — Inland Printers from November, 1902, and other magazines relating to printing, at 10 cents per copy if entire lot is taken; send for list. B. KINNER, Cuba, N. Y.

Pressmen.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Proofreaders.

PROOFREADER WANTED — First-class position for first-class man; must be practical printer, expert in syntax and typography; state age, experience and salary expected. L 971.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS — *More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and all Gordon Presses.**

Get a descriptive circular from your dealer or send to us. **THE WAGNER MFG. CO., Scranton, Pa.**

Salesmen.

PRINTING PRESS SALESMEN — High-class, successful, energetic printing-press salesmen wanted to travel New York State and Pennsylvania; a splendid opportunity for the man who can show us that he has produced and will produce results. MANUFACTURERS, P. O. Box 254, New York city.

WANTED — Two salesmen to sell printers' supplies for prominent typefounder and supply house in Middle West; printer with selling experience preferred, but would consider those without experience if ambitious, sober and willing to work. Address, with references and experience, L 4.

Stereotypers.

WANTED — First-class commercial stereotyper for job and flat work; steady position. Write HALL LITHOGRAPHIC CO., Topeka, Kansas, for particulars.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

SITUATIONS WANTED.

All-around Men.

A GOOD ALL-AROUND PRINTER would like situation in eastern States; married, a full course student in advertising; union. BOX 404, Mitchell, S. Dak.

Compositors.

COMPETENT, ALL-AROUND job and ad. compositor, 15 years' experience, also 1 year's experience on Linotype, desires permanent situation; union, 30 years old, sober; now employed; desire change to lower altitude on account wife's health. EARL L. HOUX, Cheyenne, Wyo.

POSITION WANTED — A good job compositor of 8 years' experience desires a position in a medium-sized job office located in the South; can give reference; would like to come about October 10. L 995.

JOB COMPOSITOR, young man, desires position with reliable firm; capable of handling high-grade work; union; West preferred. L 939.

Foremen, Managers and Superintendents.

MANAGER PRINTING PLANT — Hustler, 38 years old, 16 years in lithographic and printing business in various capacities, no bad habits, now manager of successful plant, desires connection as manager on salary and percentage basis with opportunity of buying interest if later mutually agreeable. L 976.

WANTED — Supervisory position; practical binder, thoroughly familiar with printing business; lithographing, envelope-making and paper stock; capable estimator; experienced in compiling copy for booklets, etc.; shop, office and street experience; competent to take charge. L 983.

PRACTICAL PRINTER of 16 years' experience desires position as foreman or manager; served over 6 years as foreman or manager of different shops; married, prefers Southwest for permanent home; references furnished. PRINTER, Box 335, Paducah, Ky.

WANTED — Position as manager of a moderate size job office, preferably in connection with newspaper, in a town of not over 20,000; thoroughly competent man, careful estimator and buyer; now in charge of large private plant. L 973.

WANTED — Position as superintendent or foreman of composing-room by man of executive ability, with 18 years' experience; am looking for a position with a future to a man that can produce results. L 3.

POSITION WANTED — Composing-room foreman or superintendent of medium size plant; several years' experience. L 981.

FOREMAN, experienced in laying out book and job work, desires position with nonunion firm. L 947.

Miscellaneous.

YOUNG MARRIED MAN, 23 years, wishes to make permanent connection with a printing and manufacturing stationer; 7 years' experience from stock to representative; can figure estimate, progressive and aggressive; I am open for a position, can make good. L 985.

COST CLERK — Young lady with 3 years' experience in Chicago printing-office wishes position as cost clerk in Chicago; high-school education; good references. L 998.

Operators and Machinists.

MONOTYPE MACHINIST of several years' experience (at present employed) desires position in charge of a plant of several machines; can handle all kinds of work and can furnish first-class references; get in touch with me — it will be of mutual advantage. L 993.

MACHINIST OPERATOR desires position in central or western New York; latest models preferred; experienced job compositor; careful, sober, reliable. LINOTYPE, 564 West Utica st., Buffalo, N. Y.

MONOTYPE KEYBOARD OPERATOR — Practical printer; 7 years' keyboard experience on tariff, catalogue work, etc.; thoroughly capable of taking charge of keyboards. L 972.

Paper Rulers.

FIRST-CLASS paper ruler; 20 years' experience at all kinds of ruling, capable of taking charge, and only a No. 1 steady position considered; am employed; married, strictly sober and reliable; union man. L 987.

POSITION WANTED by expert paper ruler, now in charge. JAS. A. METS, 204 N. Elmwood, Kansas City, Mo.

Pressmen.

A1 PLATEN AND CYLINDER PRESSMAN wishes to take full charge of 5 or more platens, or 1 cylinder and 2 or 3 platens; 12 years' experience in first-class shops; strictly sober, reliable and very fast (union); nothing but steady work and the best wages considered; Pacific Coast States preferred; best references furnished. L 996.

CYLINDER-PLATEN PRESSMAN, experienced on best work; 32, married, reliable; union; can take charge; good executive; only steady job considered; working knowledge other branches; small city preferred. L. W. COLE, Cheyenne, Wyo.

PRESSROOM FOREMAN — Can handle any class of work — half-tone or color process; 6 years' experience as foreman; good references furnished; Middle West preferred. W. A. TROUT, 2133 W. Harrison street, Chicago.

CYLINDER PRESS FEEDER wants position in large shop, one where colorwork may be learned; young, with references. L 969.

Proofreaders.

PROOFREADER — Editorial and typographical reader and copy editor, now employed on dictionary, desires change; experience on books, magazines, encyclopedias, technical journals; practical printer; knows several languages; union man. L 9.

WANTED TO PURCHASE.

WANTED — Secondhand newspaper engraving plant; must be cheap and not large, just large enough for small daily newspaper. A. H. EISELEIN, Roundup, Mont.

WANTED — Secondhand Pilot (lever) press 6½ by 10 inches; fair condition, reasonably priced. CHARLES RHODE, News-Press, St. Joseph, Missouri.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c; 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13.

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections, The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

Photoengravers.

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st., and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery. We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
Allied firms:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-13

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-13

Roller Racks and Overlay Tables.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" scientific roller care. 5-13

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-13

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. tf

Typefounders.

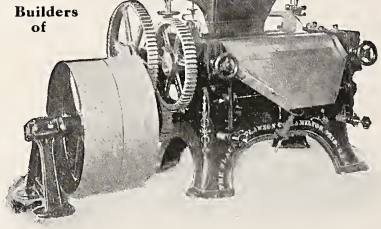
AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-13

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-13

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 537 Pearl st., New York. 11-12

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HAMILTON, OHIO, U. S. A.

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INK GRINDING MILLS with 3 Chilled Iron Rolls
Sizes—6x18, 9x24, 9x32, 9x36, 12x30 and 16x40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

Keep in the Ranks of the Good Printers

Figuring ordinary coated stock for all half-tone jobs may be natural, but it gives a tone of sameness to your product which lowers its quality. Why not use a paper that imparts to every booklet the appearance of an "art job"?

The soft, velvety surface of Cameo Plate gives to half-tones the richness of photogravures, while it dignifies type and carries an atmosphere of quality.



CAMEO PAPER



Coated Book—White or Sepia

Enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

BUTLER·BRANDS
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·THE BEST·

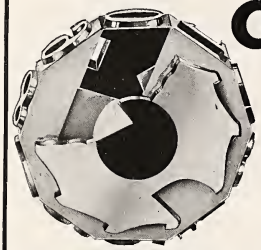
YOU don't have to mount the oratorical ladder to get orders for business stationery when you use *Brother Jonathan Bond* as the basis of your arguments—ask for a copy of *"An Exhibit"*—it'll help you in your business.

J.W. Butler Paper Company

Established 1844 CHICAGO



Get Your Cost Down



Enlarged Sectional View of figure wheel, showing the large bearing of foot of Cipher on Wheel Shaft.

by using a Numbering Machine with a Drop-cipher that will not get low.

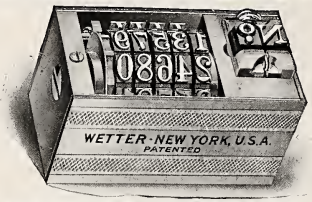
This is an important feature of internal construction.

Perfect numbering can not be done if the ciphers fail to print plainly.

The illustration shows at a glance the large bearing of the foot of the cipher on the wheel-shaft (used in all Standard Model Wetters), which assures long life to this particular part.

When you consider that it is necessary to crush the fibre of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher.

Look into this feature when you purchase.



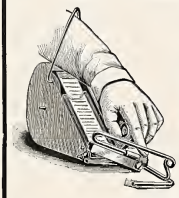
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335 Classon Avenue — Brooklyn, New York, U. S. A.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit,
Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

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Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

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General Offices, 160 Broadway — New York

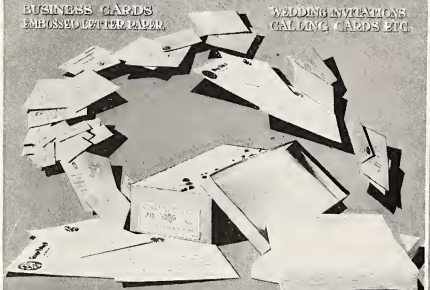
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BUSINESS CARDS
EMBOSSED LETTER PAPER

WEDDING INVITATIONS
CALLING CARDS ETC.



STATIONERS ENGRAVING CO.
1950 FIFTH AVENUE · · CHICAGO



TEST of *printing accuracy* of a form is the prime function of a proof press: —

LEGIBILITY is the chief consideration in a proof: —

THE Potter Proof Press gives both.

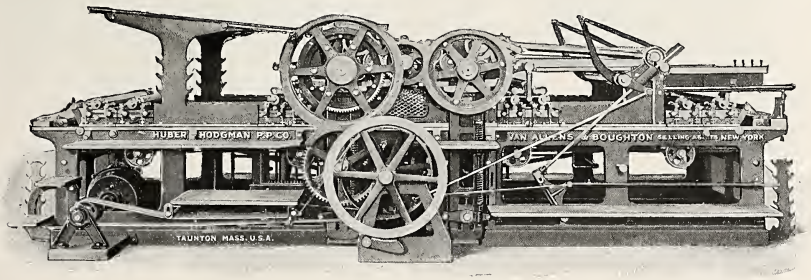
POTTER Proof Presses show results so clear, that he who runs may read.

MANUFACTURERS

A. F. WANNER & COMPANY

431 So. Dearborn Street — CHICAGO

The Hodgman



TWO-COLOR PRESS

The Fact

about this class of machinery is that we were its originators and inventors, consequently

The Pioneers

in its development, and have learned through our

Twenty-five Years of Experience

what other manufacturers must still continue to flounder through in experimental work in order to gain the same experience — excepting where they have copied features patented by ourselves, which we shall always protect.

As the original is always better than any imitation or counterfeit, we ask your most earnest consideration and

Attention

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

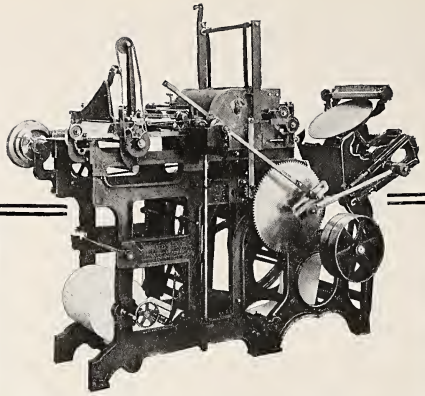
Factory: Taunton, Mass. NEW YORK

Printers' Profits

PRINTERS' profits depend a great deal upon attention to details — upon system. In every well-regulated, profit-producing shop you will always find a sharp paper-cutter knife — you will find that a Carborundum knife stone is keeping the blade smooth and even cutting — there is no waste of good stock due to feathering — no long delays while the knife is at the grinder's — two or three rubs with the Carborundum Stone and the knife is ready for quick, clean work — it saves time, stock and money.

FROM YOUR HARDWARE DEALER
OR DIRECT - - - $1.50

The Carborundum Co.
Niagara Falls, N. Y.



When You Equip Your Plant With This Press

you are making an investment that by no means represents "tied-up" capital. This press is absolutely indispensable to the average print-shop, because it is built to handle so many different classes of product; never idle, because it is not built for a special or classified grade of job printing.

The Toledo Web Perfection Job Printing Press

has found its way into the hands of the printers on no other basis than through *merit.* It is the press for job-printers and manufacturers who do their own printing.

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit.* The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class job work.

TOLEDO WEB PRESS MANUFACTURING CO.
TOLEDO, OHIO

INSIDE INFORMATION



SHOWING WHY WE GROW

CINCINNATI CHICAGO PHILADELPHIA MINNEAPOLIS BOSTON

KANSAS CITY DALLAS DETROIT ROCHESTER



"I've got to have it then."

When your customer insists on an almost unreasonably short time for delivery, remember that you can always get Hammermill Bond promptly and that its wide range of colors and weights will meet every requirement.

HAMMERMILL BOND

The Best Paper at a Moderate Price

has strength, runs uniformly, and has a finish and texture that makes it easy to turn out a good job.

It is stocked at the mill in 12 colors and white and in all sizes and all weights. We can ship at once if your paper house hasn't in stock what you want.

Hammermill Bond is 25 to 50% cheaper than the papers formerly selected for business stationery and forms.

Recommend Hammermill Bond to your customers and you will satisfy them on delivery and price.



Write on your letterhead — NOW For Our Free Book of Samples

and ask for sample sheets for testing. Satisfy yourself that our claims are well founded. Familiarize yourself with Hammermill Bond and be saved lots of thinking when you next select stock for business forms and letterheads.

Hammermill Paper Co.

Erie, Pa.

DISTRIBUTORS OF HAMMERMILL BOND

Albany	Hudson Valley Paper Co.
Atlanta	S. P. Richards Company
Baltimore	Dobler & Mudge
Birmingham	The Whitaker Paper Co.
Boston	Bay State Paper Co.
Buffalo	Alling & Cory Co.
Chicago	Dearborn Paper Co.
Cleveland	Petrequin Paper Co.
Cincinnati	The Whitaker Paper Co.
Denver,	Carter, Rice & Carpenter Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	Beecher, Peck & Lewis
Hagerstown, Md.	Antietam Paper Co.
Indianapolis	Crescent Paper Co.
Kansas City	Kansas City Paper House
Los Angeles	Blake, Moffitt & Towne
Louisville	The Whitaker Paper Co.
Milwaukee	E. A. Bouer Co.
Minneapolis	John Leslie Paper Co.
Montreal	Howard Smith Paper Co.
Nashville	Clements Paper Co.
New Orleans	E. C. Palmer & Co.
New York City	Merriam Paper Co.
New York City	Union Card & Paper Co.
New York (for export)	A.M. Capen's Sons
Omaha	Carpenter Paper Co.
Philadelphia	I.N.Megargee & Co., Inc.
Pittsburgh	Alling & Cory Co.
Portland, Ore.	Blake, McFall & Co.
Providence	R. L. Greene Paper Co.
Richmond	Richmond Paper Mfg. Co.
Rochester	Alling & Cory Co.
St. Paul	Wright, Barrett & Stillwell Co.
St. Louis	Mack-Elliott Paper Co.
Salt Lake City	Carpenter Paper Co.
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Co.
Tacoma	Standard Paper Co.
Toledo	The Whitaker Paper Co.
Toronto	Buntin-Reid Co.
Washington	R. P. Andrews Paper Co.

ACCURACY—DURABILITY—SIMPLICITY

A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

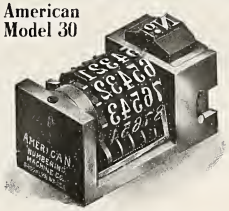
Price, 5 wheels **5.00** Price, 6 wheels **6.00**

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Avenue, Brooklyn, New York
169 West Washington Street, Chicago, Ill.
2 Cooper Street, Manchester, England

American Model 30



№ 12345

Impression of Figures

Patented in United States Great Britain France Belgium



Ask the Printer Who Uses One

— and he will tell you of a Stapler (the Acme) that can prove its many claims.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

REMEMBER

¶ This advertisement can not answer questions. Our representatives can.

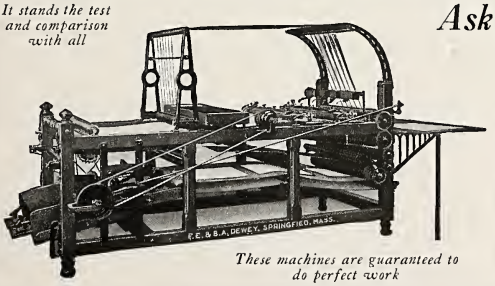
¶ If you want to know how to make our machinery meet your particular conditions, write our nearest office.

Send for our pamphlet on C.-W. Electrical Machinery.

CROCKER-WHEELER CO.

Works and Main Office	Ampere, N. J.
Birmingham, Ala.	Brown Marx Building
Boston, Mass.	Boston Safe Deposit and Trust Building
Springfield, Mass.	304 Hitchcock Building
Chicago, Ill.	Old Colony Building
Indianapolis, Ind.	512 Traction Terminal Building
Milwaukee, Wis.	Wells Building
Cleveland, Ohio	New England Building
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Denver, Colo.	First National Bank Building
Salt Lake City, Utah	1605 Walker Bank Building
Detroit, Mich.	Ford Building
Newark, N. J.	Essex Building
New Haven, Conn.	First National Bank Building
New York, N. Y.	30 Church Street
Philadelphia, Pa.	North American Building
Baltimore, Md.	Equitable Building
Charlotte, N. C.	320 American Building
Washington, D. C.	518 Tenth Street N. W.
Pittsburgh, Pa.	Henry W. Oliver Building
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It stands the test and comparison with all



These machines are guaranteed to do perfect work

Ask the Binder Who Runs One

Any bookbinder who has ever used the

DEWEY RULER

will bear testimony as to its high character, dependability and longevity of perfect service.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

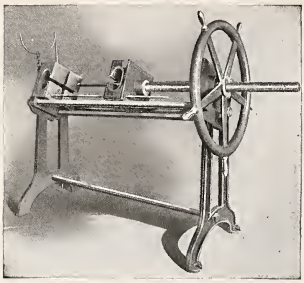
Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

Hand
Bundling
Press



Write for Prices

HICKOK
Paper-Ruling Machines
AND Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co.
638 Federal Street, CHICAGO

Manufacturers of a Complete Line of
Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue.

EASTERN REPRESENTATIVE
UNITED PRINTING MACHINERY COMPANY
246 Summer Street, BOSTON :: 12 Spruce Street, NEW YORK

IF YOU WANT TO BUILD A TRADE WITH THE FRENCH PRINTERS

SEND YOUR CATALOGUES AND TERMS TO THE

FONDERIE CASLON
(PARIS BRANCH)
THE LEADING IMPORTERS OF
AMERICAN MACHINERY
FOR THE FRENCH PRINTING TRADE.

(Shipping Agents: The American Express Company.)

FONDERIE CASLON, 13, Rue Sainte Cecile, PARIS

OVER 2500

Printers and Binders Use and Endorse

THE BOSTON
WIRE STITCHER

AMERICAN TYPE FOUNDERS COMPANY
GENERAL SELLING AGENT

Brown's Linen Ledger Paper

Rules clean and sharp—no missing or blurring, no clogging of pens. That is why Brown's Linen Ledger Paper is a boon to printers. And it is a boon to the bookkeeper, because it's an aid to neat work. It makes the chief proud of the appearance of his books. It makes him more satisfied with *your* work. It pays to recommend Brown's Linen Ledger Paper to your customers.

Brown's Linen Ledger Paper makes up into record books, loose-leaf ledgers that open flat and smooth. And what is very important—Brown's Linen Ledger Paper stands constant usage without signs of wear, and it never discolors with age. Is it any wonder that this paper is Uncle Sam's Standard? Is it any wonder that Brown's Linen Ledger is specified by State, County and City Governments, banks, big corporations, for their hard-work books, for records that must be preserved? Brown's is the best linen ledger paper made—and it has been best since 1850.

We also make All Linen and Bond papers of the better grades

L. L. Brown Paper Company
Adams, Berkshire Co., Mass.
Established 1850

Facsimile of water-mark

L.L.BROWN LINEN LEDGER PAPER CO.

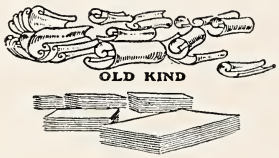
FREE
1913 Memo. Diary
—Write for it.

FREE
1913 Memo. Diary
—Write for it.



When You Think of Gummed Paper Do Not Think of the Old "Curly," Cheap Kind

We are the pioneer makers of a thoroughly high-grade, non-curling gummed paper, the kind that is absolutely *printable,* suitable to *all climates,* and to all building temperatures, and can be handled in wet as well as dry weather.



There is no loss in handling such a grade of paper, and there's genuine satisfaction in handling "Quality Non-Curling Gummed Paper." There is a big demand for

GUMMED PAPER PRINTING

and our ideal non-curling gummed paper is suitable for nearly all commercial purposes, but best adapted to specialty printing, such as label work, trading stamps, litho and color register work; in fact, general printing. The printing surface is of the very highest grade and worth the test and investigation of any printer desiring to know of the best. It is made in a great variety of weights and colors.

Let us mail you sample-book, prices, and advise where to obtain stock from nearest broker

Ideal Coated Paper Company

Brookfield, Massachusetts

New York:
150 Nassau Street

Chicago:
452 Monadnock Building

The Test *of* Efficiency

of an Ink manufacturer is the ability to help printers to solve their problems where ink is a factor.

One of the "fiercest" problems the printer has, is to match on a press running from 1500 an hour upwards, on inferior paper, with electros, an engraver's proof printed on the best of paper from originals with Proving Inks on a hand Proving Press.

The Remedy.—When you have a run, express us your plates, some of the paper and progressive proofs, and we will prove up and show you the best results that can be obtained by using

Eagle Inks

under commercial conditions.

Then if the proof is satisfactory you can order the same ink to print the job.

Result. No lost time holding the press for ink-matching.

Eagle Printing Ink Co.

24 Cliff Street *New York*

FACTORY:
265-275 Gates Ave.,
Jersey City, N. J.

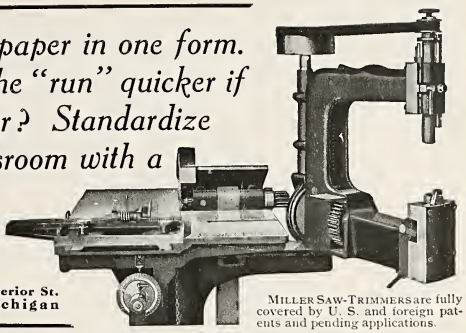
WESTERN OFFICE:
705 S. Dearborn St.,
Chicago, Ill.

Detroit, Mich.
Jas. W. Martin, Representative
527 Woodward Ave.

20 cuts of 20 different heights-to-paper in one form. Think your pressman could start the "run" quicker if the cuts were ONE height-to-paper? Standardize the cuts before they reach the pressroom with a Miller Saw-Trimmer.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

New Catalogue No. 10

—

Monograms
Crests
Coat of Arms

—

Latest Correspondence Papers

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

New Catalogue No. 11

—

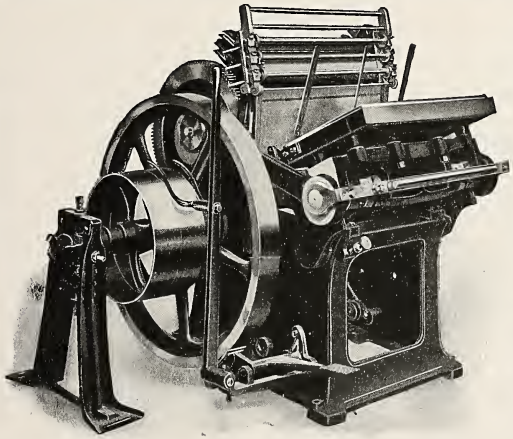
Wedding Invitations

Announcement Cards

—

Visiting Cards and other social forms

The First Gally Was Put on the Market in 1876



and it stands to-day the *first choice* among printers and users of printing machinery who are capable of distinguishing press value.

If you want an all-around press, then the

Gally Improved Universal Press

will take its place among all competitors. The "Gally" will print anything from tissue to heaviest cardboard and will cut, score and emboss. For high-class half-tone and three-color work—you can't beat it.

Are you interested? Let us submit particulars.

The National Machine Co., *Manufacturers,* ***Hartford, Connecticut***

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

For every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

Non-Curling GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

We can supply in rolls or sheets

Samuel Jones & Co.

WAVERLY PARK, N. J.

Established in England in 1811

Meet Me at Cincinnati

COME TO BOOTH 35—OCTOBER 2 TO 5

Printers' Cost Congress and Exposition

We will have complete display of our various printing-plant devices and necessities—the devices the printer should have to adjust his cost of output.

NOTE A FEW OF THE FEATURES TO BE ON EXHIBITION:

Uprightgrain Blocks
Hoge Register Hooks
Riebe Self-locking and Register Quoins
Inaccurate Feed Detector
Hexagon Tool Co., Universal Saw Trimmer and Type-high Planer

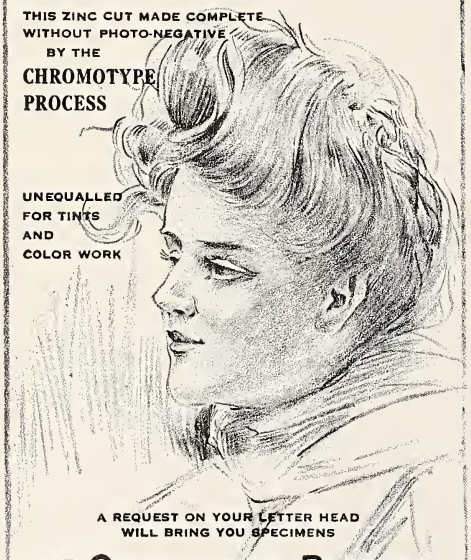
Let us demonstrate and prove to you while attending the Cost Congress the value of our cost-savers. If on the market for any of the above, address the Chicago office for complete information, prices, etc.

Uprightgrain Printing Base Co.

709-711 South Dearborn Street
Chicago, Ill.

THIS ZINC CUT MADE COMPLETE WITHOUT PHOTO-NEGATIVE BY THE CHROMOTYPE PROCESS

UNEQUALLED FOR TINTS AND COLOR WORK



A REQUEST ON YOUR LETTER HEAD WILL BRING YOU SPECIMENS

THE CHROMOTYPE PROCESS
(PATENTED)

804 COLUMBIA BUILDING ST. LOUIS, MO

"The Fashionplate of Printerdom"

The Printing Art

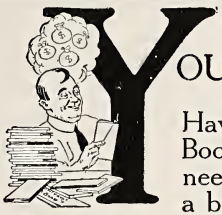
Established 1903

IF you are not already acquainted with this publication you should by all means send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is $3 per year, or 30 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

STRATHMORE QUALITY



YOU'LL BE GLAD TO HAVE THEM

Have you written for the group or groups of Sample Books of "Strathmore Quality" papers which you need? Our new line of Sample Books is making a big hit. The line includes sixty-one separate Sample Books, or Units, showing over a thousand different paper items. All the cover and title pages are by Will Bradley, and the designs used to illustrate the stocks are prize designs submitted in competition. The designs are printed in one, two, three, four and five colors. The "Strathmore Quality" Line has been divided into groups, which are listed below. Write to-day for the group or groups of Units showing the kind of papers you use. No post-card or blank sheet requests.

Strathmore Paper Company
Mittineague, Mass., U. S. A.

The STRATHMORE QUALITY LINE

GROUP 1
Writing Papers

- Strathmore Deed
- Strathmore Parchment
- Alexandra Linen Bond
- Woronoco Bond
- Woronoco Damask
- Fairfield Parchment
- Telanian Extra Super
- Scotia Bond
- Saxon Bond
- Stratford Bond
- Paragon Bond
- Wild Grass Bond

GROUP 2
Book Papers

- Strathmore Deckle Edge Book & Cover
- Alexandra Book
- Fairfield Deckle Edge
- Strathmore Japan
- Alexandra Japan
- Fairfield Japan
- Old Cloister Book
- Old Stratford Book
- Alexandra Deckle Edge Book & Cover

GROUP 3
Cover Papers and Bristols

- Old Stratford Parchment Cover
- Old Cloister Cover
- Rhododendron Cover
- Rhododendron Folding Bristols
- Rhododendron Duplex Bristol
- Rhododendron Box Cover
- Alexis Cover
- Alexis Folding Bristol
- Tapestry Cover
- Strathmore Chameleon Cover
- Adirondack Cover
- Carillon Cover
- Fairfield Cover
- Fairfield Bristol
- Woronoco Cover
- Woronoco Bristol
- Damask Bristol
- Wild Grass Cover
- Wild Grass Duplex
- Wild Grass Box Cover
- Blanford Cover

GROUP 4
Business Announcement Stocks

- Strathmore Deckle Edge Announcements
- Rhododendron Announcements
- Stratford Writings
- Strathmore Deckle Edge Writings

Worthmore Bond
Pleases Everybody

I—*The Pressman*

never has any trouble in running it.

II—*The Stenographer*

can make erasures without taking away from the neatness of the letter.

III—*The Business Man*

takes pleasure in signing his name to and being represented by a letter well executed on Worthmore Bond.

IV—***The Printer***

makes a fair profit and keeps on making it, for every Worthmore order usually brings in another.

THE WHITAKER PAPER COMPANY

CINCINNATI

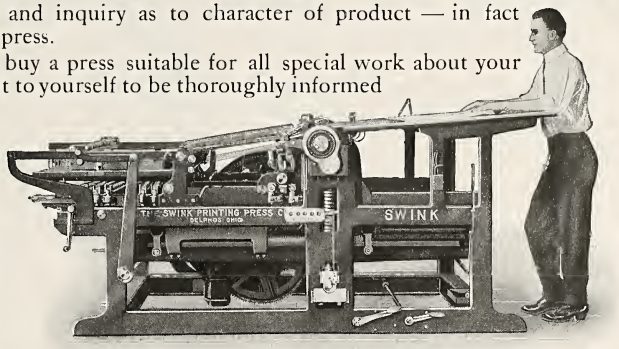
New York Office: Fifth Avenue Building
Eastern Distributors: Bay State Paper Co., Boston, Mass.
Chicago Office: Peoples Gas Building



There Is Absolutely No Argument Necessary

after your examination and inquiry as to character of product — in fact every feature about our press.

If you are about to buy a press suitable for all special work about your plant, you certainly owe it to yourself to be thoroughly informed before making so important an investment.

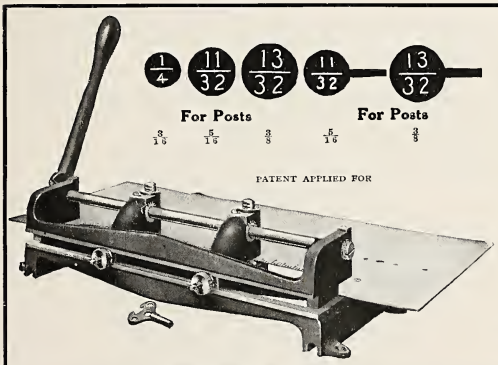


Note these few features:

High speed, perfect register, book-form or four-color work, equipped with the best inking system, strength and perfection of its construction, the smoothness of the bed motion, the uniformly perfect register, the sharp and clear impression possible, the accuracy of the delivery and jogging attachments which prevent all possible offsetting and smudging though running at highest speed—and the *price*—make THE SWINK HIGH-GRADE PRESS the most serviceable, economical and profit-earning press you could install.

Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company, *Factory and General Offices:* ***Delphos, Ohio***



(No. 34 Punch, Rear View)

Your Bindery Is Incomplete

Without This Hand-Power Adjustable Paper Punch

This new Premier Punch No. 34, as here illustrated, was designed especially for the use of binders and printers who do not wish to go to the expense of a large machine, and yet require *accurate work* for proper registering of their sheets. This punch is made for round or slotted holes and embodies the very successful principles used in our office punches, "Marvel" and "Hummer." The parts are all of iron and steel.

It is powerful, accurate and simple. Let us mail you full particulars.

THE SAM'L C. TATUM COMPANY

Main Office and Factory
CINCINNATI, OHIO

THE LINE OF TRUE MERIT
TATUM

New York Office
180 FULTON STREET

Makers of "The Line of True Merit"

AD MEN

Here's An Inspiration

If your work is in any way connected with advertising, you will find a mine of invaluable information, countless suggestions, and a store of inspiration in the new book

"Principles of Advertising Arrangement"

By FRANK ALVAH PARSONS
President of the New York School of Fine and Applied Art

This genuine contribution to the art of advertising had its origin in a course of notable lectures given by Mr. Parsons before the Advertising Men's League of New York City. It includes the discussion of such subjects as "The Significance of Balance in Advertising;" "Place of Related Shapes in Advertising;" "Emphasis as Applied in Advertising Construction;" "Use and Abuse of Decoration;" "The Power of Color in Advertising;" "The Selection of Type in Advertising."

Because no advertising man in the country, who takes his work seriously, can afford to be without this great help, we will send it prepaid for examination upon receipt of $2 00, refunding the purchase price if the book is unsatisfactory and returned within 10 days.

Send in this coupon for YOUR copy now

THE PRANG COMPANY, 358 Fifth Ave., New York City

I enclose Two ($2) Dollars (check—money order—bill) for which please send me postpaid one copy of Parsons' "PRINCIPLES OF ADVERTISING ARRANGEMENT." Money to be refunded if book is returned within 10 days.

Signature_____

Address_____ State_____

Position_____

Will You Attend the Cost Congress and Printers' Exposition at Cincinnati?

Come to Our Exhibit!

You will never have a better chance to test and see for yourself the merits of the Star Composing Stick — the most popular and best friend of the compositor.



The compositor needs a good stick for a thousand and one reasons, and the Star Stick fills the bill. It is absolutely springless and the last word in accuracy.

Our German Silver Stick

is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. The Star Stick is made in all popular sizes, in nickel, steel, and German silver. And the prices are right.

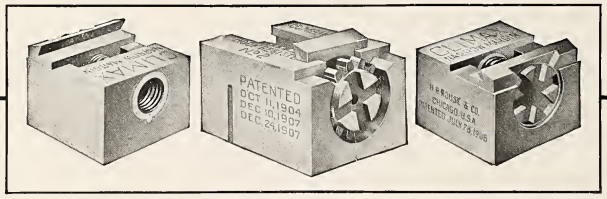
ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.



The "Print-Shop" Equipped With

THE ROUSE UNIT SYSTEM

enables the printer to realize the highest point of efficiency and solves the cost problem

When You Install the Rouse Unit System

you immediately create new conditions in both make-up and make-ready—a system that eliminates all waste time in making up, making ready and registering; it is the one system that permits the quickest change in plates, the narrowest possible margin and a permanent make-ready. This system reduces the waiting time of your press, insuring the greatest output as well as the best work.

Lest You Forget—

keep your eye (both of them) open for imitations, because since the Rouse Unit System Bases and Register Hooks have made such good success throughout the printing industry many have undertaken to imitate them.

Sold by Dealers Everywhere

H. B. ROUSE & COMPANY

CHICAGO

"Modern Methods" explains everything. Have you got your copy? It's FREE.

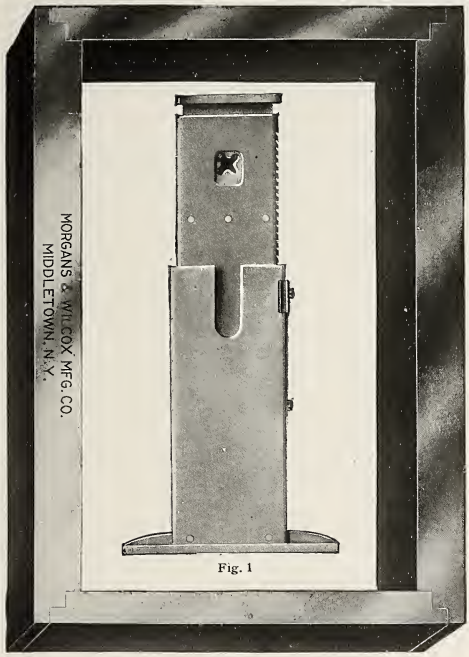


Fig. 1

Fig 2



Fig. 3

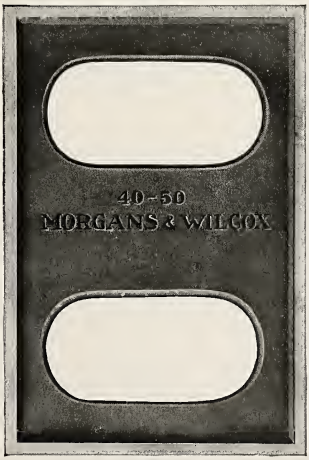


Fig. 4

All Users Say

that the Morgans & Wilcox Labor-Saving Furniture has increased output and efficiency and reduced expenses by at least 100%, thereby enabling them to get more profits and better products out of their plants.

Shall we hand you some extra money?

"Opinions from Users" and literature sent at your request.

Figure 1. The Slauson Patent Cylinder Press Locks (patented) displace furniture and quoins in locking up forms in chases and on the beds of cylinder presses. Made in five sizes and as follows:

3	inches	when	shut,	opening	to	5	inches
5	"	"	"	"	"	8	"
8	"	"	"	"	"	14	"
14	"	"	"	"	"	20	"
22	"	"	"	"	"	36	"

Figure 2. The patent steel furniture has the highest merit and has given entire satisfaction as an important labor-saving device for printing-offices. It is adapted to all kinds of work, whether book or job, blank or color, where accuracy is required and whenever space is to be filled. Its superior excellence is especially recognized in color and blank work. It is a time-saver. This steel furniture never wears out and this durability makes for economy.

Figures 3, 4, 6. Enlarged Iron Furniture. This is cut with the same accuracy that has made our labor-saving iron furniture so welcome with printers. Our regular furniture in sizes from 30 to 60 ems is much used for gutters in catalogue, book and color work to great advantage in time-saving and accuracy. It has proven of value also in enclosing forms for platen presses and giving square lock-ups and preventing the springing of forms. The large sizes, now made from 60 to 120 ems long and in widths from 15 to 60 ems, will be found equally valuable for quick and accurate work in filling large openings in and around cylinder forms. Ask for prices.

Figure 5. Labor-Saving Iron Furniture, made with large finger holes (not shown in cut), making furniture lighter and easier to lift out of form. This furniture is made in the regular standard labor-saving sizes, accurate to the one-thousandth of an inch, and by reason of its hardness and strength will always remain accurate. It is about forty per cent lighter than the ordinary labor-saving metal furniture, which is a distinct value. It will be found especially valuable in colorwork, and wherever exact results of close register are required.



Fig. 5



Fig. 6



$.30 per 1000
30% profit on 10 M = $.90



$1.60 per 1000
30% profit on 10 M = $4.80

Thirty Per Cent Profit on 10,000 CHEAP PLAIN TAGS costing 30 cents per 1000 is - - - - - - - - - $.90

Thirty Per Cent Profit on 10,000 DENNISON STANDARD PLAIN TAGS costing $1.60 per 1000 is - - - - - - $4.80

Boy, Power, Light, Press, Ink, Composition and Make-Ready

Cost the same for both Jobs

Every raise, therefore, in the Quality of the Tags sold means an increase in the profit without any corresponding increase in the labor or overhead expense.

Dennison Standard Tags

Have been the strongest tags on the market since 1863.
They defy wet weather and rough handling. Sell your customer Standard Tags.

Samples furnished to printers on request

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON	NEW YORK	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
26 Franklin St.	15 John St.	15 W. 27th St.	1007 Chestnut St.	62 E. Randolph St.	905 Locust St.

Sales offices in thirty-three leading cities

Safety Envelopes *for* Catalogs *without* Strings or Metal Clasps

A Big New Idea that Your Trade Wants

Here is one more evidence of Western States Service and progressiveness—a new idea in an economical safety envelope which without strings, clasps, gumming or other time-eating contrivances will hold the heaviest catalog or enclosure as safely as if sealed.

A Big Saving in First Cost and the Labor of Enclosing Greatly Reduced

Write at once for further facts about this idea, for it means good business for you as soon as you show it to your trade.

Western States Envelope Co., 311 East Water St., Milwaukee

Independent manufacturers of guaranteed "Sure Stick" Envelopes for Printers and Lithographers.

To the Bookbinding Trade

Roser's Pigskin Leather

has a distinctive, dignified and attractive appearance, and it retains this appearance after years of hard wear. Its durability and its wearing qualities are unexcelled.

It is made in all colors and in different finishes, to suit individual requirements.

Write us to-day for sample swatches and quotations.

HERMANN ROSER & SON

Established 1854. **Glastonbury, Conn.**

Time Has Proved That the

Mechanical Chalk Relief Overlay

Is a very important essential to a modern print-shop.

For samples, literature, shopright charge, etc , address:

WATZELHAN & SPEYER

183 William Street, New York

Round Hole Cutting Machine

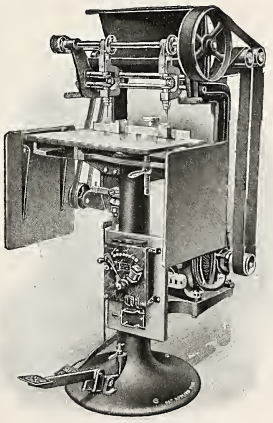
—This Is Not a Hollow Drill—

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction, and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a ½ horse-power motor and is regulated by a combination of pedals at base of pedestal for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from ⅛ inch up, without clogging or bending the Cutters. Holes are cut clean, and shavings taken up by the conveyor inside of Cutter and transferred by same to spoutings arranged on both sides of machine, then dropped into receptacles on floor. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 1¼ inches, in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices.

For circulars and prices, address

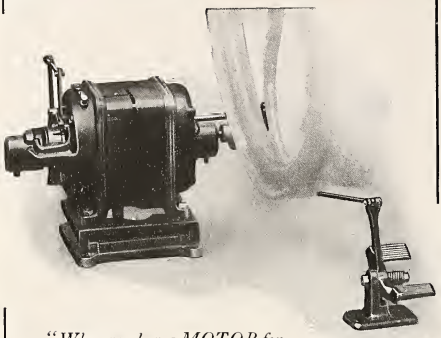


Patents, August 8, 1911—January 9, 1912

This cut gives you an idea of its appearance and construction.

THE BERRY MACHINE CO., 309 N. THIRD STREET ST. LOUIS, MO., U. S. A.

EASTERN REPRESENTATIVE: H. HINZE, TRIBUNE BLDG., NEW YORK CITY



"When you buy a MOTOR for a printing-press, buy a PRINTING-PRESS motor, not a general purpose motor—a jack of all trades and master of none."

KIMBLE
PRINTING-PRESS
MOTORS

are *special* purpose motors, built for that special purpose.

Alternating Current Only

And the only variable speed, alternating current motors that are free from any and all outside power-wasting controlling devices.

"A Touch of the Toe to Go Fast or Slow"

Variations in speed are made instantly by a convenient foot-lever, and these variations are not by "steps," but by infinitesimal gradations from zero to maximum.

Cutting Speed Cuts Cost

On general purpose motors you get full efficiency only at maximum speed — which you rarely use. And on reduced speeds your meter travels just about as fast as on full speed.

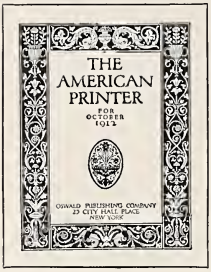
Kimble Printing-Press Motors are Different — They are practically as efficient at half speed as at full speed, because the current used is almost exactly proportionate to the work done.

A Kimble will save its cost over and over in reduced power bills.

You should know more about these wonderful motors. Get our catalog and prices.

Kimble Electric Company
1125 Washington Boulevard *Chicago*

After Cost-finding Comes Study of Efficiency Methods



Have you followed the advancement in print-shop proficiency and efficiency? There are several articles on this subject in the

October number of The American Printer

Employers, executives and ambitious printers will find inspiration in this splendid number of America's great printers' magazine. A few of the several hundred articles in the October American are: "Finding Costs in the Roycroft Shop," "The Printing Solicitor," "Placing Non-Chargeable Time," "Suggestions for Autumn Advertising," "Photographic Backgrounds for Booklets," "Another Decimal Time Ticket," "A Humorous Story of Country Newspaper Life," "In the Proofroom," "Review of Newspapers," "What's Queer in Printerdom?" "Inserting Rules in Monotype Matter," "Teaching the Boys," "A Basis of Estimating," "Keeping Record of Bindery Stock." Generally there are practical ideas for pressroom and composing-room., a review of specimens from all over the world, actual customer's copy reset and printed in colors, extracts from addresses of prominent cost congress speakers, editorial expression on timely topics, news of foreign lands, organization news (including report of the Typothetae convention), and important miscellaneous news.

The American Printer is made up of terse, practical articles

Send thirty cents for sample copy of the October number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL — and be convinced of its high character.

Inland Stationer
Business Equipment Journal
632 Sherman Street, Chicago

THE ROWOTYPE

A New Linecasting Machine for Printers and Publishers

The mechanisms incident to linecasting have been reduced in this the latest development in the printing art to the simplest and most accurate operation.



Substantially built and simple in operation. Operator need not be a machinist to successfully operate. Fonts are changed quickly. Simple typewriter keyboard.

This advertisement is our Announcement to the printing trade.

Full particulars will be supplied by addressing

THE OGDEN ROWOTYPE COMPANY

565 West Washington Boulevard, CHICAGO ILL.

MILLERS FALLS PAPER COMPANY

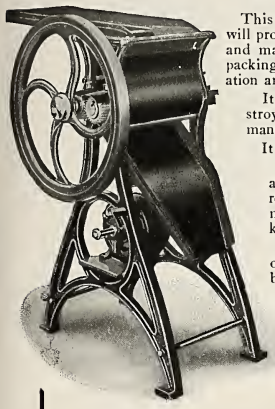
Makers of
high-grade, loft-dried ledgers, bonds and writings
including the following well-known brands

Old Veda Bond
Old Deerfield Bond
Sales Record Ledger
Millers Falls Tinted Superfines
Extra Fine White Wove
Ledger Index Bristol
Special Linen Finish Papeterie Paper

Write for samples
They will interest you

MILLERS FALLS, MASS., U. S. A.

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

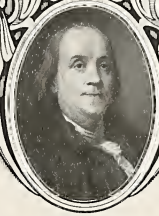
Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

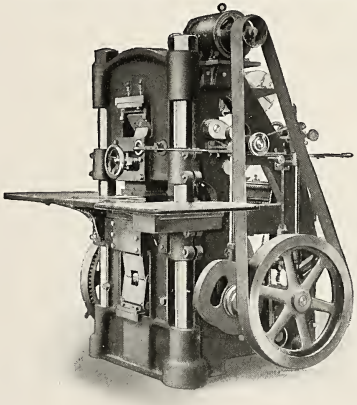


THE FRANKLIN COMPANY

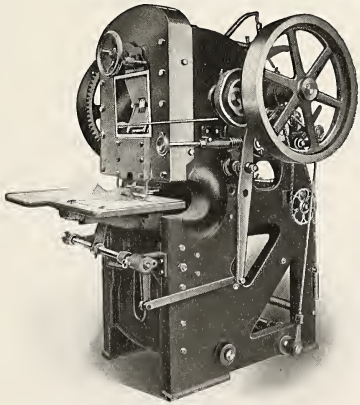
DESIGNERS, ENGRAVERS of PLATES by ALL PROCESSES
ELECTROTYPERS, CATALOG AND BOOKLET PRINTERS

524-530 S. DEARBORN ST.
CHICAGO

The Carver 6x10 inch Automatic Die and Plate Press



The 4½ x 9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

The James Kempster Printing Co.,
one of the foremost corporation printers in New York City, has used R. R. B. padding glue exclusively for nearly fourteen years.

R. R. B. Padding Glue

is made of the highest grade, strongest, and most carefully selected materials. That's why it makes the best pads.

Robt. R. Burrage, 83 Gold Street, New York

WANNER MACHINERY CO.
A. F. WANNER PROP.
703 South Dearborn St.
Chicago, Ill.

WRITE FOR CATALOGUES NOW:
THE SWINK HIGH-GRADE PRESS
THE TOLEDO WEB GORDON FEEDER
ALLEN GEARED INK VIBRATOR
Book and Register Patent Blocks - Specialties

The Universal Wire Loop



Quick Stringing Saves Time. Universal Loop Adjustable from 1/8 to 3/8 of an inch.

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.
Look Better and Won't Break or Wear Out!
Let us send sample and quote you prices.



PATENTED
This cut illustrates one of the various sizes of hangers for books 1/4 to 8 inches in thickness.

WIRE LOOP MFG. CO.
(Successors to Universal Wire Loop Co.)
75 Shelby Street
DETROIT • • • • MICHIGAN

A Modern Monthly—
All About PAPER

The PAPER DEALER

PD

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

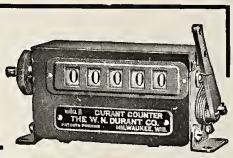
THIS SPECIAL OFFER
Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER
186 NORTH LA SALLE STREET, CHICAGO

PRINTERS' STEEL TYPE GAUGE
In newspaper agate, 6, 8, 10, 12 point and inch measure, 75c. Nickel-plated, $1.00

WESTERN TYPE FOUNDRY
618 Sherman Street, Chicago 108 Pine Street, St. Louis

GET PAID FOR A FULL COUNT
Higher prices require Better Counting. Your Gordons, Colt's Armory and Universal presses are incomplete without the easily applied
DURANT COUNTERS



R. O. VANDERCOOK
Designer and Builder of Machinery and Tools for Printers' Use
Telephone Franklin 514
559-563 West Lake Street, CHICAGO

Standard of the Government Printing Office

KEYBOARD PAPER
for the MONOTYPE MACHINE
COLONIAL COMPANY, Mechanic Falls, Me.
New York Office: 320 Fifth Avenue

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
940-941 Old South Building
ELF ECLIPSE (PN) ELF B. B. B. DIAMOND ACME



Illustrate Your Advertising

THE SPATULA Cut Catalogue (12th ed.) represents thousands of beautiful and appropriate half-tone and line illustrations for booklets, catalogues, circulars, magazines and papers. A picture book that is well worth the price. Over 120 pages 9½ x 12½, postpaid 50 cents (refunded on $2.00 order). "Beauty Book." Full-page pictures from original photographs of sixty-five of the most beautiful women in the world. 120-lb. coated paper. Electros for sale. Postpaid 36 cents. "Cut Catalogue" and "Beauty Book" 76c. Stamps taken.
Spatula Publishing Co., 100 Sudbury Bldg., Boston, Mass.

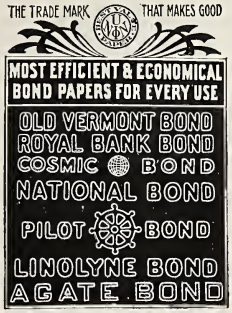


FOR SALE
BY ALL DEALERS
Redington Counters
Used wherever a correct count is required.
Always Reliable. Price, $5.00, U. S. A.
F. B. REDINGTON COMPANY Chicago, Ill.

"Roughing" for the Trade
We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.
THE HENRY O. SHEPARD COMPANY
632 Sherman Street CHICAGO

TELEPHONE CALUMET 4233
Western Paper Stock Co.
BUYERS OF
ALL KINDS OF WASTE PAPER
1452-1458 INDIANA AVENUE
CHICAGO, ILL.

Best Value Paper *Combined With* Best Value Service



Send for samples, test them in any way desired, compare them with any other Bond papers you know of, then consider prices and

Judge for Yourself

is the secret of our strength and success. *Every paper* in the **Best Value Lines** *offers a maximum of value at a minimum of cost — satisfies* your customers better — and *enables you to get more money* for your work.

And the **Best Value Service** not only *secures you* the *greatest value for your money,* but *assures* your getting your paper *exactly when you want it.*

The wide range of selection as shown in the just issued

New Price-List of Best Value Paper

affords ample scope for the personal preference of your customers — and every item of PAPER, CARDBOARD and ENVELOPES listed is carried in stock.

For simplicity, compactness and utility, the

New Price-List of Best Value Paper

will be found a *useful necessity* in every printing-office.

A copy sent upon request on your own letter-head.

UNION CARD & PAPER CO., 45 Beekman Street, NEW YORK



If You Want Your Electrotypes Made Right

it follows that you should patronize the foundry operating an up-to-date process. If you want your electrotyping handled quickly, it means you should send your work to a foundry equipped with such machinery and skilled workmen as will insure prompt handling of your requirements.

OUR DIRECT LEAD-MOLDING PROCESS

is the one method of obtaining perfect electrotypes, rapid work — all at the same price.

It will cost the buyer of electrotypes no more for good electrotype service than he is now paying for the just-as-good kind.

We have special machinery for the direct lead-molding system — therefore, we ask your trial and candid opinion of the results.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotyes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO

THIS Folding Machine always Makes Good

wherever installed—it is a good machine for the bindery connected with medium-sized plants, and is just as popular in the largest bindery. Its accuracy, simplicity and wide range of work are strong factors in making The Cleveland Folding Machine the leader in its field. A folding machine that is quickly and easily adjusted and that requires the least amount of attention after adjustment will appeal to new and old users of folding machinery. No tapes, knives, cams or changeable gears are used in folding, and it accomplishes everything possible on other machines and a number of folds only possible on The Cleveland.



CLEVELAND FOLDING MACHINE

Attention is called to the surface feed table which carries the sheets to the guide as soon as released by the operator, and accomplishing automatically absolutely accurate register. An important Cleveland feature.

Range of work on The Cleveland: 19x36 to 3x4 in. parallel; folds and delivers 4s, 8s, 10s, 12s, 14s and 16s, single or in gangs; regular 4s, 8s and 16s, book folds, from sheets 19x25 down to where the last fold is not less than 2x3 in.

Installed or an unconditional guarantee of absolute satisfaction.

Send for full information

THE CLEVELAND FOLDING MACHINE CO.
CLEVELAND, OHIO

PARSONS & WHITTEMORE

(INCORPORATED)

174 Fulton Street New York
(Cable Address "PARSWHIT")

Representatives and Correspondents in All Principal Foreign Markets.

Export Everything Used in Printing-Offices

PRINTING MACHINERY

ALL GRADES OF PAPER

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

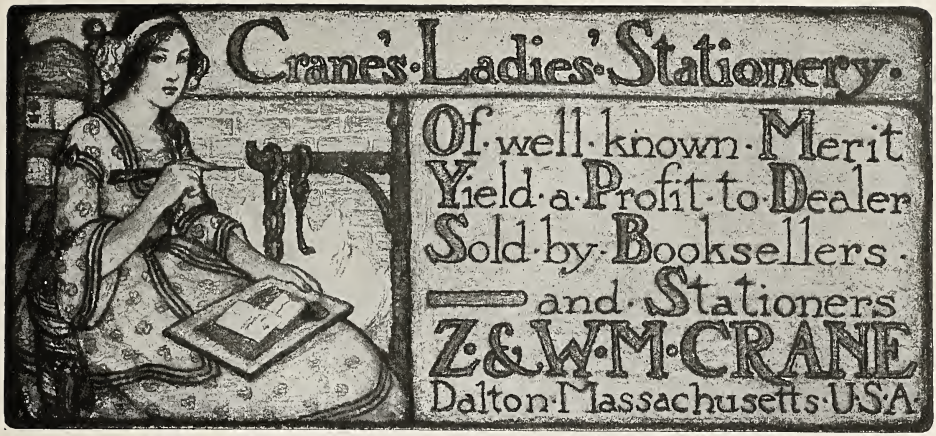
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HUBER'S PRINTING INKS

J. M. HUBER 528 S. Dearborn St. CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE ST. LOUIS



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Mr. Compositor, Do You Know

That the best opportunities for work
The best wages
The best conditions are open to

Linotype Operators

Since the introduction of the new model multiple-magazine machines, a compositor's knowledge is more than ever valuable in the making of an operator.

You can learn to become one; but if you do, you should learn at the best school.

In trade education, above all other things, the best is the cheapest. Mistakes of a poorly equipped or careless teacher are paid for by the student in reduced earning capacity for years — perhaps forever.

If you would like to be an operator and want to know about the best linotype school, drop a postal to

The Inland Printer Technical School

632 South Sherman Street, Chicago, Illinois

Higher Pay— Better Work, More Easily Done

That is the experience of a thirty-five-year-old Wisconsin student, and here is his story:

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This will be a profitable winter for you if you follow this printer who "was capable of setting a fairly good job," and take

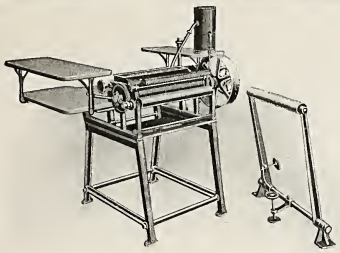
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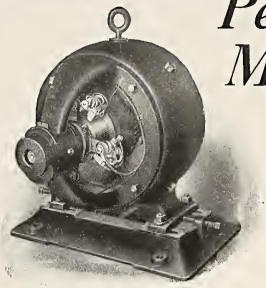
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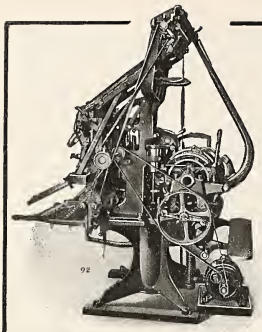
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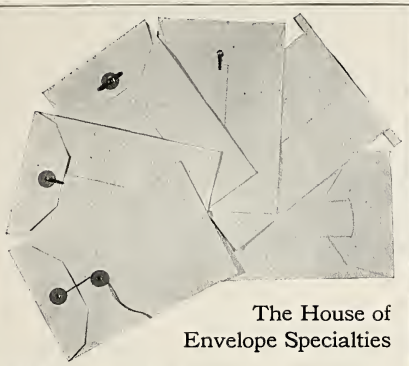
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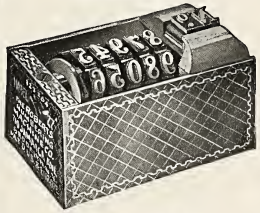
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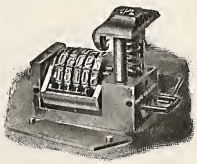
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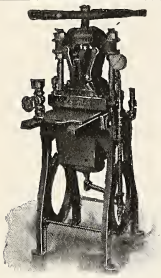
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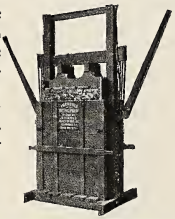
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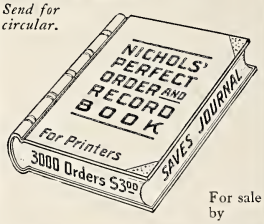
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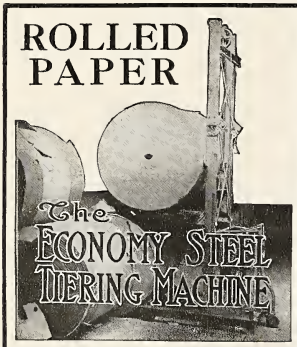
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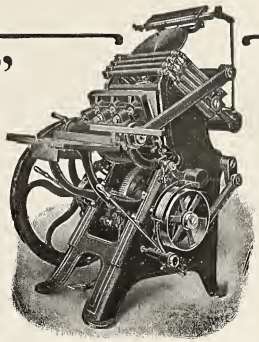
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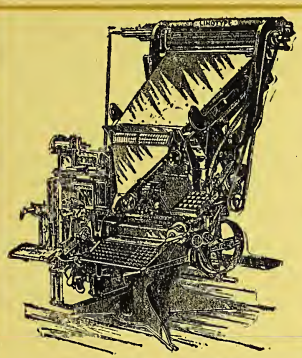
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JOSEF HEIM - - - - - - Vienna VI./i Austria

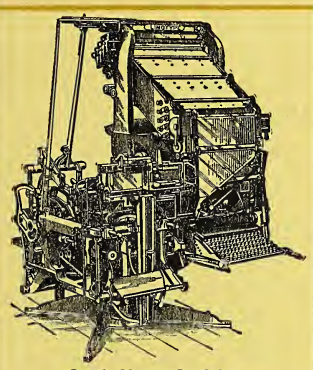
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THE PRICE YOU PAY



Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

For a Linotype is of no real moment, provided you *know* that every other purchaser has to pay the *same price.*

The price you charge for Linotype composition is of no particular moment, provided you are operating under a cost system, and it *shows a profit.*

But the fact that you can give both *quality* and *service* through the use of

MULTIPLE MAGAZINE LINOTYPES

at a lower cost to yourself than by any other method of composition is of vital importance to yourself and to every printer.

Ask and expect your customers to pay you for *quality and service*—but it does not follow that in so doing you should not produce the work in the most time and labor saving way and with the greatest possible profit to yourself.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. Any Linotype using two-letter matrices, multiple magazines, or other improvements which place the present machine far ahead of the earlier models, can not be used without the consent of this company. *Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.*

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 638-646 Sacramento St. NEW ORLEANS: 549 Baronne St

TORONTO—Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
PORTO ALEGRE (Brazil)—Edwards, Cooper & Co.
HAVANA—Francisco Arredondo
SANTIAGO (Chile)—Enrique Davis
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. } Parsons Trading Co.
TOKIO—Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA AND THE FAR EAST: Linotype and Machinery, Limited, London, England

The Miehle

August Shipments 1912

The Miehle

PREVIOUSLY PURCHASED
THIS MONTH

NAME OF CUSTOMER	PREVIOUSLY PURCHASED	THIS MONTH
The News Pub. Co., - Los Angeles, Cal.	1	
Kilham Ptg. & Sta. Co., Portland, Ore.	1	2
M. A. Donohue & Co., - Chicago, Ill.	1	9
Williams Ptg. Co., - New York City.	1	31
Mark D. Scott, - - Sioux Falls, S. D.	2	
Thos. B. Brooks, - - New York City.	1	1
Cadillac Ptg. Co., - - Detroit, Mich.	1	7
The B. F. Wade & Sons Co., Toledo, Ohio.	1	1
The Crowell Pub. Co., Springfield, Ohio.	3	15
The C. J. Fox Co., - Providence, R. I.	1	
W. B. Conkey Co., - Hammond, Ind.	2	20
Democrat Ptg. Co., - Madison, Wis.	2	1
Chicago Shipping & Receipt Book Co., Chicago, Ill.	1	1
Walters & Mahon, Inc., New York City.	1	3
A. H. Timms, - - Vancouver, B. C.	1	
R. F. Welsh, - - - - Chicago, Ill.	2	
A. J. Showalter Co., - - Dalton, Ga.	1	4
The Globe Folding Box Co., Cincinnati, Ohio.	1	2
Sherwin-Williams Co. (Previously purchased for this and other Branches) Montreal, Que.	1	4
United States Ptg. Co. (Previously purchased for this and other Branches) Brooklyn, N. Y.	1	59
S. H. Burbank & Co., Philadelphia, Pa.	1	6
Whittet & Shepperson, Richmond, Va.	1	1
Perkins-Tracy Ptg. Co., St. Paul, Minn.	1	1
Royal Tailors, - - - - Chicago, Ill.	1	1
The Weber-Kelly Co., Cleveland, Ohio.	1	7
The A. S. Gilman Ptg. Co., Cleveland, Ohio.	1	4



OVER 8000 Miehles IN USE

Surpassing combined output of all other 2-rev. press manufacturers in the world.

QUALITY

For prices and other information address Dept. D.

PREVIOUSLY PURCHASED
THIS MONTH

NAME OF CUSTOMER	PREVIOUSLY PURCHASED	THIS MONTH
Nicholson Ptg. & Mfg. Co. Richmond, Ind.	1	4
Princeton University Press, Princeton, N. J.	1	1
Review Ptg. & Sta. Co., - Decatur, Ill.	1	3
The Jensen Printery, - St. Louis, Mo.	1	1
The Gardner Ptg. Co., Cleveland, Ohio.	1	3
Mellichamp Bros., - High Point, N. C.	1	
The Read Ptg. Co., - New York City.	2	5
Myers Ptg. House, Ltd., New Orleans, La.	1	
Scott Printing Co., Minneapolis, Minn.	1	
Universal Manifold Book Co., Inc., New York City.	1	
Mathew Klich, - - - Chicago, Ill.	1	
Claude L'Engle, - Jacksonville, Fla.	1	
C. F. Hoeckle Blank Book & Lith. Co., Denver, Colo.	1	1
Lake County Pub. Co., - Eustis, Fla.	1	
Blakely Ptg. Co., - - Chicago, Ill.	6	12
Geo. G. Renneker - - Chicago, Ill.	1	3
F. D. Lowman, - - - Sandwich, Ill.	1	
Union Republican Pub. Co., Winston-Salem, N. C.	1	
A. Carlisle & Co., - San Francisco, Cal.	1	
Sleepeck-Helman Ptg. Co., Chicago, Ill.	1	4
Baron Ptg. Co., - - New York City.	1	
Dittman-Steidinger Co., New York City.	1	6
The Saturday Night Press, Toronto, Ont.	3	2
Louis F. Eggers, - - New York City.	1	
Foreign Shipments - - - - - -	9	620
Total -	73	845

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 1218 Monadnock Blk.
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

14TH AND ROBEY STREETS CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Laffitte, Paris, France
Miehle Druck Pressen G. m. b. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

655.057

The Inland Printer for November, 1912

Volume 50—Number 2 Price 30c



Chicago New York

NOV 6 1912

Not by claims, but by performance
Are reputations made.
'Tis not your estimate,
But your customer's estimate
That counts.
His estimate of the work
He can expect from you.
The inks you use are the index
Of your class in Printerdom.
Since like and like
Have ever a mutual attraction,
'Tis but inevitable, that
Ullman's inks are always found,
Where the best printing is done.



Sigmund Ullman Co.

New York (uptown)
New York (downtown)
Chicago
Philadelphia
Cleveland
Cincinnati



Friends are an inestimable asset in business—you cannot have too many of them, neither can we—we want to make you a better friend of ours. If we can show you how to add to your profits without increasing your investment or interfering with your regular business, you will be a "Butler enthusiast" if you are not one already.

There lies in our Stationery Department the opportunity to do just what we stated above. Most propositions have both pros and cons, but this one is free from cons, and unless your business is peculiar—and we will be the first to admit it if true—you will embrace this opportunity and invade new avenues of profit.

How and Why

Soliciting orders for Advertising Calendars, Commencements, Announcements, Dance Programs and Folders, Engraved Stationery, etc., is legitimately the printer's business. He, and no one else, is entitled to the profits obtainable through the sale of these goods. Therefore, this can hardly be regarded as the printer's side line. It should be and can be made a very important factor in his business. The percentage of profit for the printer on these goods is large, competition is very limited and orders quite easy to obtain with our elaborate and finely put up samples. Judging from the experience of printers, after your trade once learns that these goods can be bought of you, little soliciting need be done; the business is quite self-building.

A point you should keep in mind is that our line is sold only through printers. We do not sell to consumers direct, as is the general practice. Therefore, you are absolutely protected. Our line is the best, from every standpoint, for you to handle. This, coupled with the unexcelled, real, helpful co-operative service we give, should induce immediate investigation on your part. Silence will get you nothing—write us at once and we will explain this proposition in detail.

STATIONERY DEPARTMENT
BUTLER BRANDS
PAPER
THE BEST

J·W·Butler Paper Co.

ESTABLISHED 1844
CHICAGO


The Relation of Kamargo Covers to Printers' Profits
Probably more care is exercised in the manufacture of Kamargo Covers than in any other catalog cover stock made.
They are today the result of the combination of over one hundred years of manufacturing experience, the finest materials procurable for the particular purpose of each grade, and the most up-to-date factory equipment.
They are superior from every standpoint—but the qualities which mean so much to the progressive printer are the specialized variety they offer—and the artistic printing effects permitted by their superior surface. The line of
Kamargo Mills
FOUNDED 1808
Catalog Covers
is so complete that instead of having to employ one or two grades of imported paper—whether unnecessarily tough, heavy, or expensive, for all high grade or permanent uses—you have a choice of five varied grades and a score of distinct colors and finishes to select from.
These varied grades and finishes also permit a wide range of price selection—and often afford a substantial saving in cost where permanency and toughness are not desired—the price varying with the required finish and quality.
In addition to the saving in buying cost, *Kamargo Covers* permit of a more artistic treatment—secure attention—and give all printed matter maximum efficiency constantly. Known as "Made in America Cover Papers," they are the cream of American paper products.
Kamargo Covers Increase Printers' Profits
because of the saving their varied line permits on the first cost and because of the higher prices and enthusiastic customers secured by the permanent service of their artistic printing effects. Thousands of progressive printers are making additional profits in *quick sales* by co-operating with our widespread educational advertising of "Made in America Cover Paper" and recommending Kamargo Covers to *all* their customers. Get into the procession by writing for our beautiful KAMARGO MILLS SAMPLES de LUXE by return mail.
Knowlton Bros., Inc.
Cover Dept. B
Watertown New York

Seybold Twentieth Century Automatic Cutting Machines

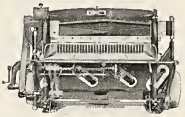
OUR LEADERS



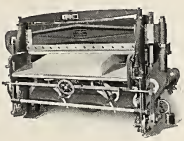
The Seybold Twentieth Century Cutter

—38″, 44″ and 50″ sizes. The Twentieth Century Cutter is the *perfection of cutting machinery.* An automatic machine throughout. *A clamp with power applied to both ends, guaranteeing uniform pressure through its entire surface.* Equipped with a *high-speed steel, chain-driven back gauge.* Has the *Seybold patented safety locking device for preventing accidents.* Can be supplied in either commercial or paper-mill type.

The Seybold Twentieth Century Cutter



—54″, 60″, 64″, 74″ and 84″ sizes. The Twentieth Century Cutters represent *highest efficiency — greatest dependability* and *lowest cost of maintenance.* Equipped with a *high-speed, power-driven back gauge. An automatic clamp with power applied to both ends.* Has *Seybold patented safety locking device* which, in addition to *a very efficient automatic brake, doubly insures the operator against accident.* Can be supplied in either commercial or paper-mill type.



The Seybold Twentieth Century Drop Table Cutter

has all of the excellent features of the Seybold Twentieth Century Standard Straight Table Cutter, in addition to a front table, *which drops automatically to a right angle position with the knife* just before it begins to cut, *guaranteeing absolutely accurately cut sheets or boards,* requiring *less power* and *effecting a vast saving in knives.* Can be supplied in either commercial or paper-mill type, and in eight sizes, ranging from 38″ to 84″.

COMPLETE INFORMATION UPON REQUEST

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
52-54 So. Forsyth Street

INDIANAPOLIS
151-153 Kentucky Avenue

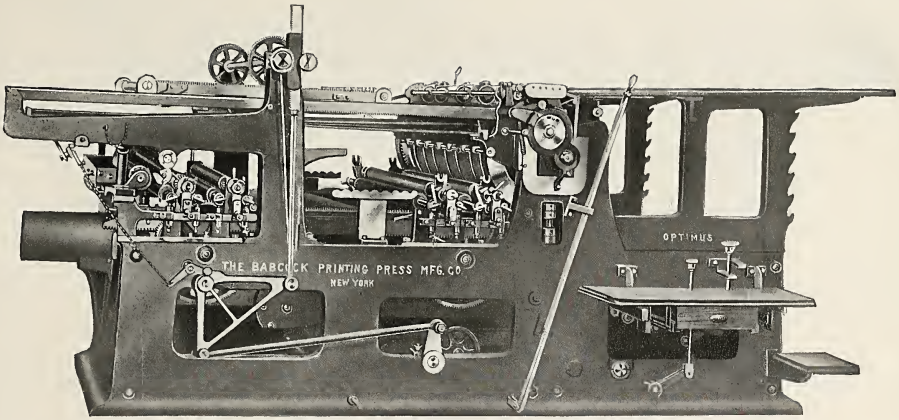
DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
305 Mt. Vernon Avenue



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

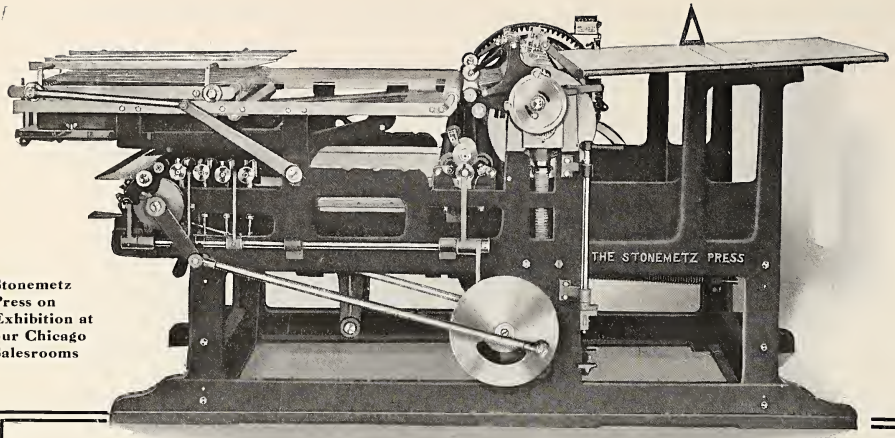
The man took the chair at our desk, saying, "I think the — is a better press than the Optimus." To our quick, "Why? Name just one thing in which it is better and we'll give you one," he colored, hesitated, and finally stammered, "Really, I can't; I don't know anything about it. No one ever demanded reasons for the statement before, and I got to thinking none was required. You must think I'm several kinds of a fool, and I guess I am."

That man has been using presses for years; but he could not tell how any were driven; how a cylinder was lifted, nor why; or whether sheets were printed on the forward or backward stroke of the bed. He did not know why he bought machines.

Do you? Do you buy them on merit after investigation, or do you take some similar wise man's statement as the truth, and go it blind?

If you don't want the Optimus, don't investigate. On the contrary, seeking highest quality and efficiency, you will buy the Optimus against the field. You will have to; it has the compelling evidence within itself. No matter whether you are little or big, you will buy the Optimus because it is best, and you yourself will say it.

SET IN AUTHORS ROMAN



Stonemetz Press on Exhibition at our Chicago Salesrooms

Design and Experience

TO BUILD a satisfactory, efficient two-revolution cylinder press it is vitally important that the manufacturer possess unexcelled shop facilities, use none but the best materials and employ none but highly skilled workmen. The fundamental essential, however, is **proper design** backed by **practical experience.** Proper design is a matter of evolution — experience is measured by time.

The STONEMETZ, Two-Roller, Two-Revolution Cylinder Press

combines all these necessary essentials in the highest degree. It embodies improved features of design — the result of careful study of requirements — and represents a practical experience of more than twenty-five years in printing-press manufacture.

The STONEMETZ is extremely simple in design and ruggedly built to withstand severe service. It possesses **exceptional strength of impression,** handling the heaviest forms with ease, a feature that insures quick make-ready and the most satisfactory results.

For **register, ink-distribution, sheet-delivery, easy running qualities, speed** and the usual hackneyed claims of **economy** and **efficiency,** let our twenty-five years' experience be an assurance of intelligent and conscientious attention to every detail.

We will be glad to make you a definite proposal, **guaranteeing** to do certain things and to produce certain results. Write to-day for descriptive literature.

THE CHALLENGE MACHINERY CO.

GRAND HAVEN, MICHIGAN

Chicago Salesroom, 124 So. Fifth Avenue

PRINTING AND PAPER

¶ Printing and paper go hand in hand. You can not conscientiously recommend quality in the one without recommending it in the other. Nor will your customer long pay for good printing on cheap paper.

¶ Some few printers have unfortunately made a practice of suggesting cheap paper, merely to cut under a competitor's price. This is not only demoralizing to the trade, but unfair to the customer. In the long run this policy will ruin the concern that pursues it. If you don't *know* that your customers should use

Old Hampshire Bond

you should write us. We have some interesting facts on the paper question and we will gladly place them before you.

Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper exclusively

South Hadley Falls, Massachusetts



Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

Erie, Pa.

Chicago
343 South Dearborn Street

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street



SURPRISE BLACK, No. 1028-31.

Surprise Black

You have heard of, and tried, and have been filled with wonder when using our Wonder Black for fine Enameled papers

Now we have a

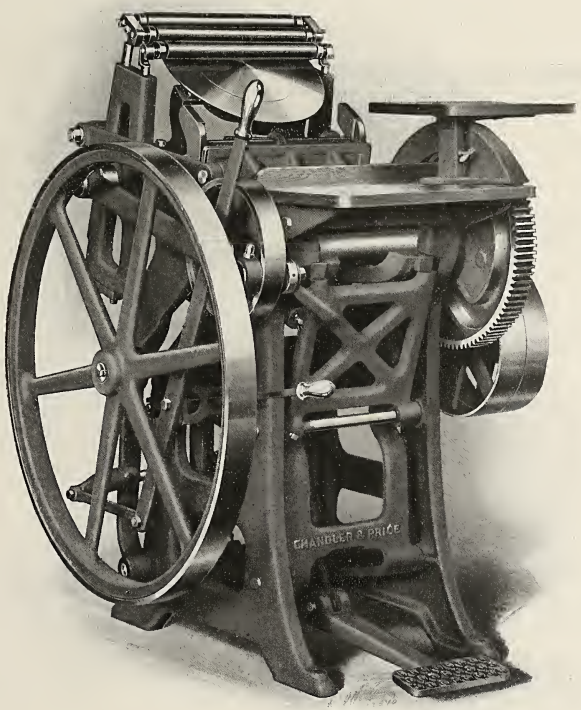
"Surprise"

For you, doing all the marvelous work of "Wonder" on any and all classes of inferior papers, admitting of printing both sides and binding in an 8 hour day, and costing but a trifle comparatively.

Price in 500 lb lots 32¢ per lb.
" 100 " " 35¢ " "
" 50 " " 40¢ " "

The Aulk-Hiborg Co.

Hic et Ubique



OVER 50,000 PRESSES AND PAPER CUTTERS have been built and sold during twenty-six years of manufacturing.

The keen judgment of the printers of the world has made possible such a remarkable showing.

Real merit, of course, has justified the printers in such universal use of Chandler & Price products.

Our aim and purpose is to continue to build the most practical, simple and best machinery, thus warranting a continuation of the printers' confidence. For sale by dealers.

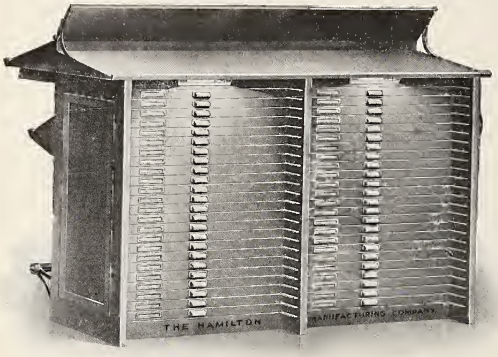
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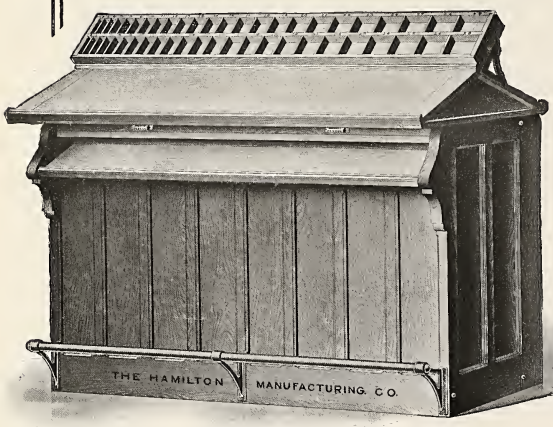
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MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL



Job Side No. 28 Tracy Cabinet — Steel Construction



News Side No. 28 Tracy Cabinet — Wood Construction

The Tracy Cabinets are made of wood or pressed-steel construction. This cabinet has proved one of the most popular and practical pieces of equipment ever offered to printers. It is now being generally introduced in modernized composing-rooms.

Whenever shown and wherever used, the Hamilton line of Composing-Room Furniture has proved its superiority. This line of equipment embodies the concentrated, practical ideas of working printers and efficiency experts covering a period of more than thirty years.

The Hamilton line has been built up on demand to meet the actual requirements of some 50,000 employing printers and more than 300,000 actual working printers. This furniture is not in any sense experimental or theoretical.

Incidentally there has been constant improvement. The up-to-date office of five, ten or fifteen years ago is not in the lead to-day. Most large composing-rooms are filled with equipment, the accumulations of years as the business has expanded. Like Topsy, "they just growed."

This is the day of reckoning, principally with the cost problem; it is the day of the efficiency engineer — he is the doctor that discovers where the composing-room is sick, sometimes nigh unto death, and he prescribes the remedy. Sometimes there is a complication of ailments, but nine cases out of ten the trouble with composing-room costs lies in inadequate and antiquated equipment which should go to the junk heap. It may seem a little hard to see the old, time-worn pieces of equipment go, but the modern way is to run an up-to-date plant that produces profits, in preference to maintaining a museum of antiquities.

Printers have the choice of wood or pressed-steel construction in the Hamilton line, both equally efficient as to working qualities, the latter being indestructible and everlasting. Our catalogs, sent for the asking, explain it all.

WOOD TYPE.— In large sizes wood type has always proved its superiority. Cheaper in price and lighter in weight than metal, it is practically indestructible, and with good usage will last a lifetime.

Hamilton's wood type is guaranteed true and uniform in height. The large assortment of faces made in any size desired and any assortment of characters. Special Wood Type Catalog and circulars showing new faces sent on application. Write us or ask your dealer.

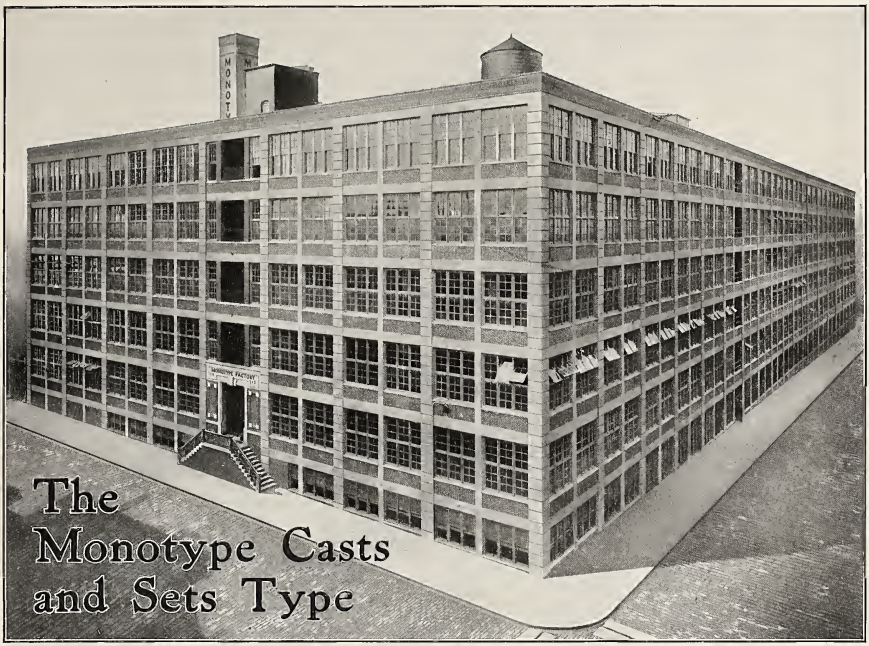
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THE Monotype has kept pace with this growth because it has sought more to achieve perfection in the work it does for the printer than merely to offer a machine to produce an imitation of hand composition.

IN addition to its unequalled success as a composing machine, producing work that commands the highest price for a low production cost, the printer operating a Monotype can cast type and spacing material for the cases in quantities and at such times as to warrant the highest possible development of composing room efficiency. The Monotype means a better day's work for every man you employ.

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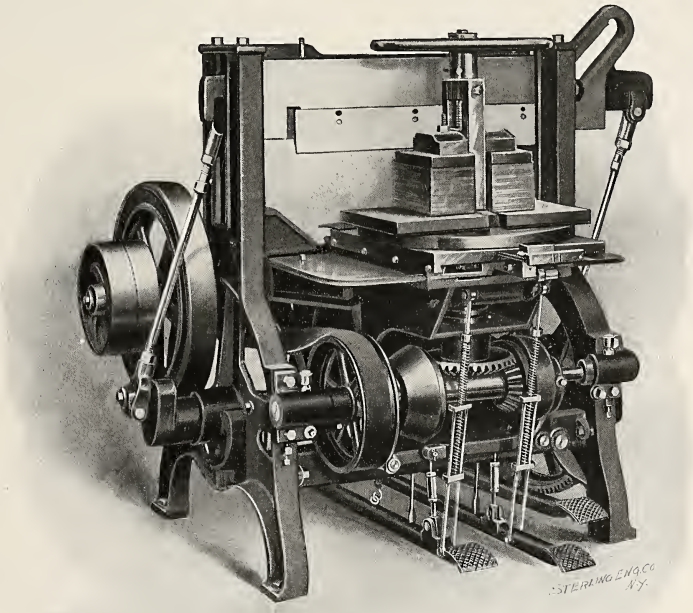
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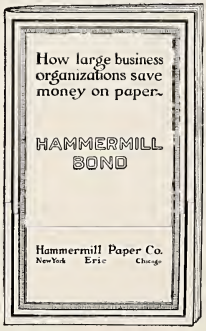
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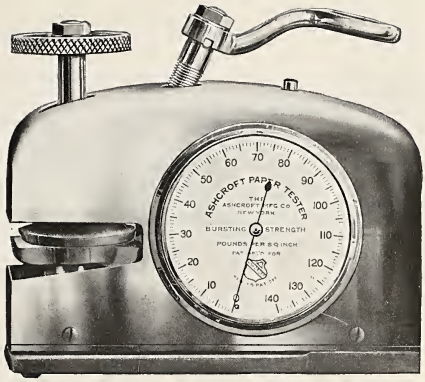
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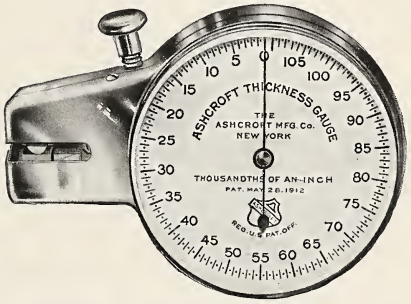
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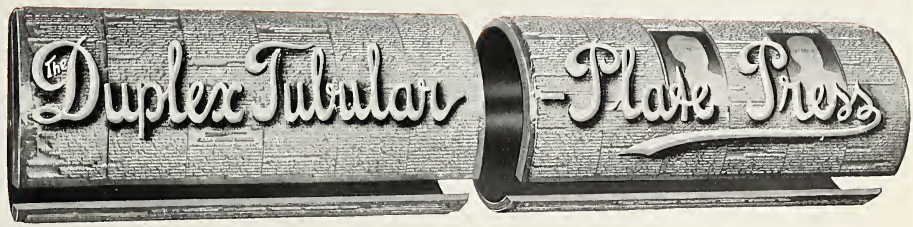
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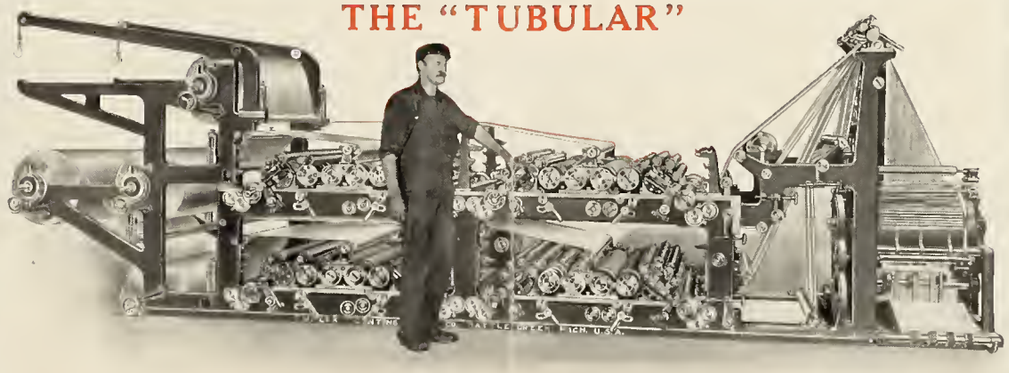


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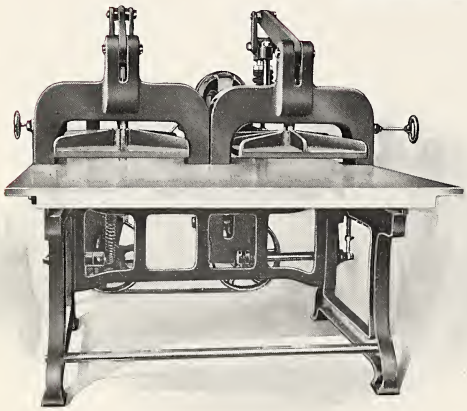
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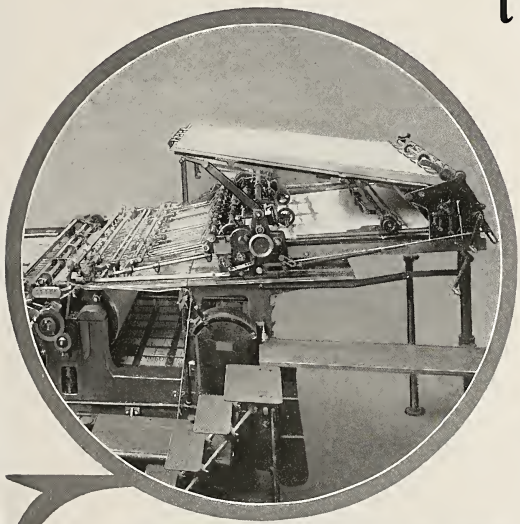


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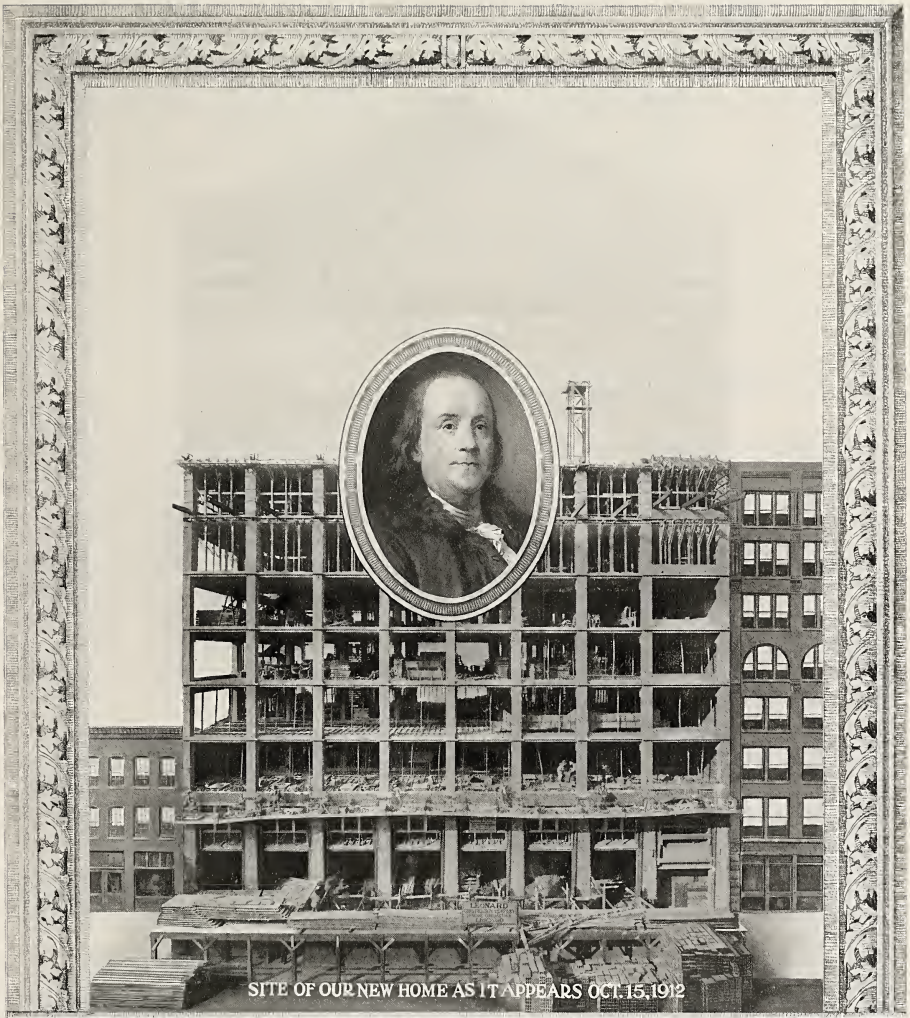
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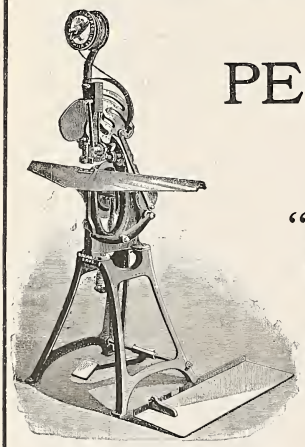
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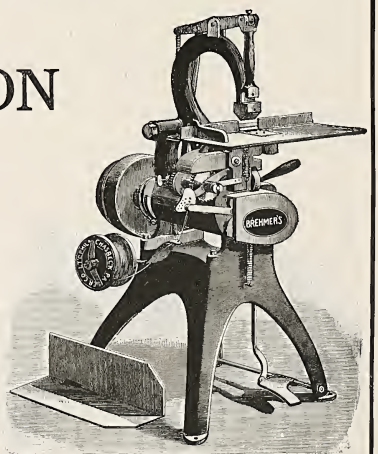
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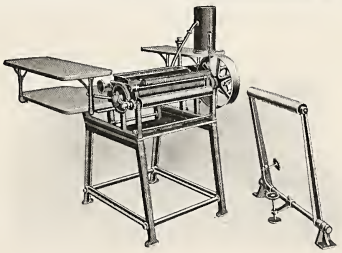
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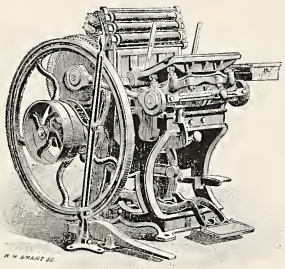
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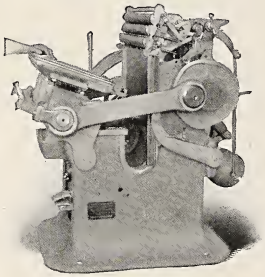
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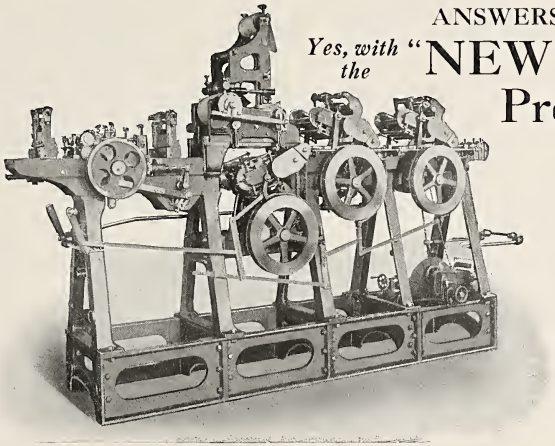
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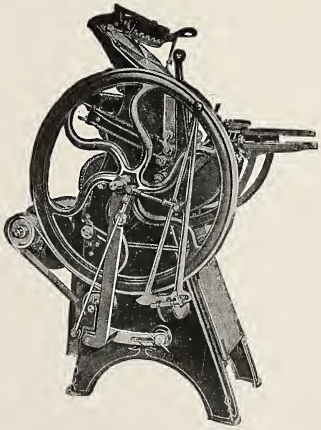
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The Pearl means a reduction in the actual percentage of cost in the production of small work.

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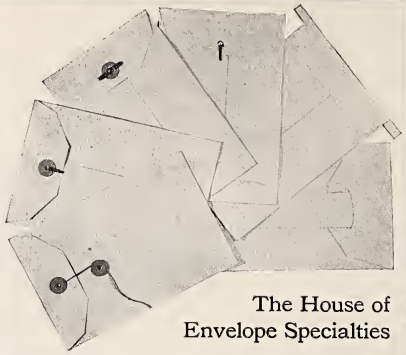
We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

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Established in England 1830

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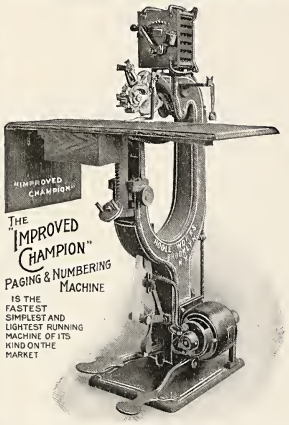
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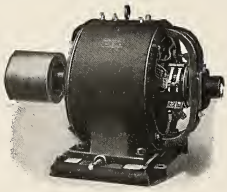
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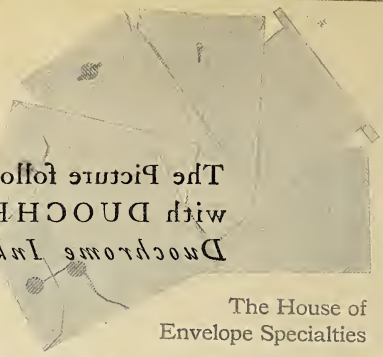
We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary printing.

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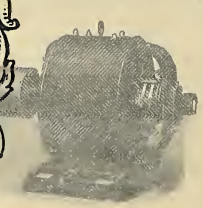
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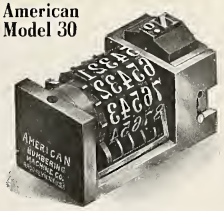
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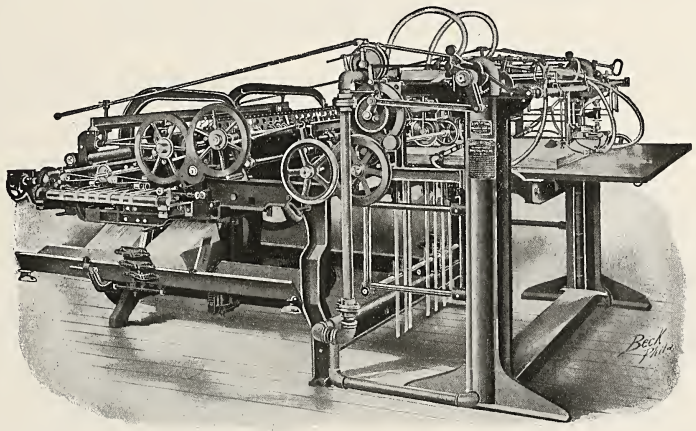
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THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

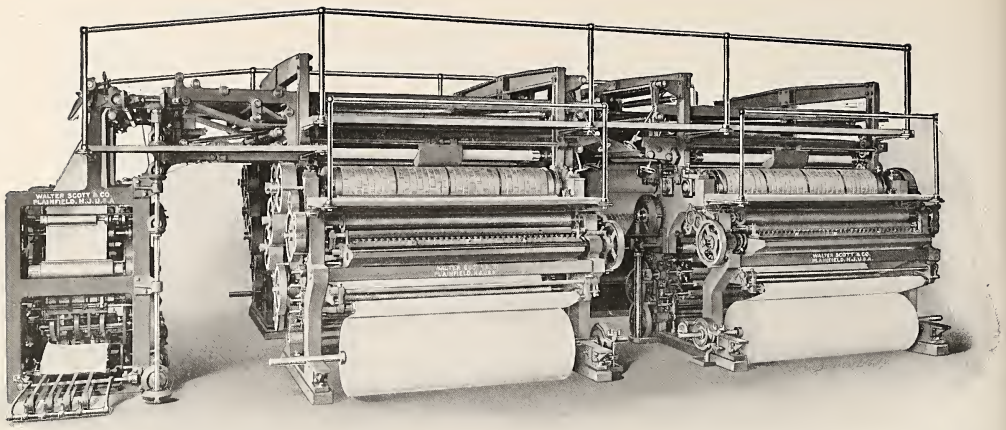
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Consisting of four Scott Units with two folders and Double Drive

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THE SCOTT
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The Press that Lasts a Lifetime

A STRONG STATEMENT

but true, and if you publish a daily paper that requires a stereotype press, this is the machine for you. It is capable of expansion to meet any conditions that may arise, as additions can be made to it without stopping the press for a day.

THE GREAT ADVANTAGE

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ALL THE IMPROVEMENTS

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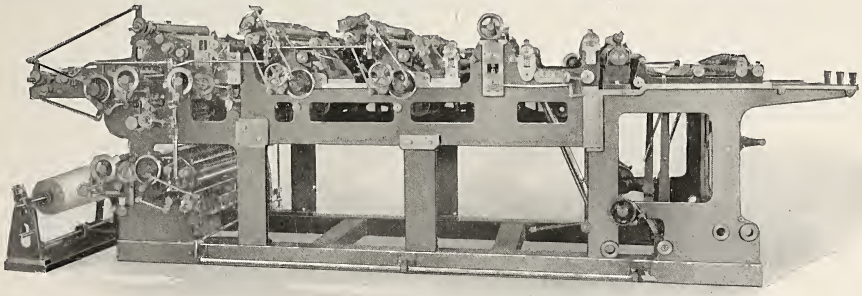
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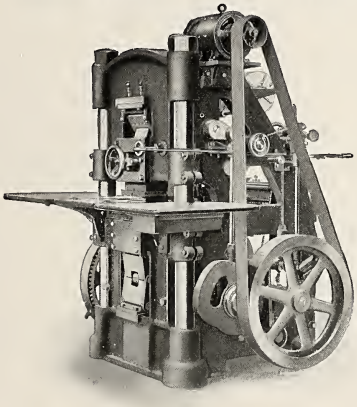
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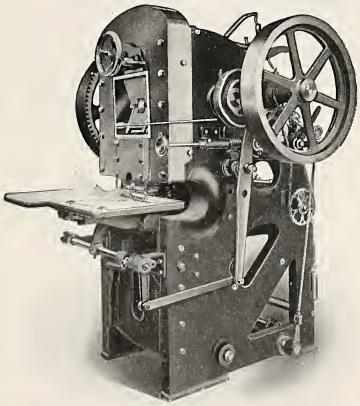
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The 4½ x9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



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Attention is called to the surface feed table which carries the sheets to the guide as soon as released by the operator, and accomplishing automatically absolutely accurate register. An important Cleveland feature.

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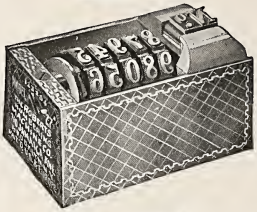
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CLEVELAND, OHIO

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

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FOR GENERAL JOB WORK

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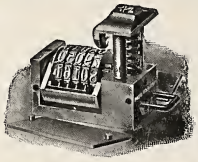
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NO SCREWS

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Gold Ink worthy of the name

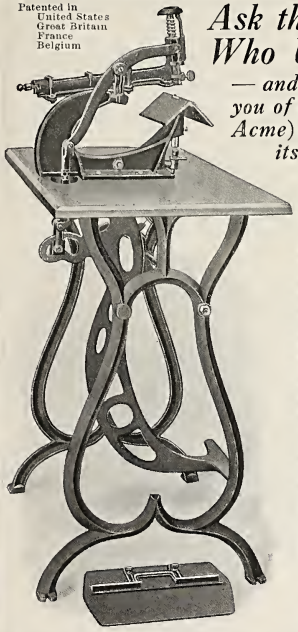
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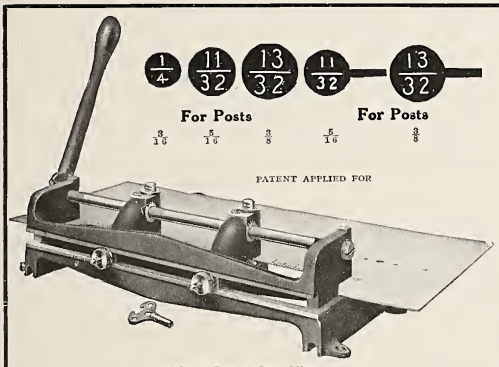
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This new Premier Punch No. 34, as here illustrated, was designed especially for the use of binders and printers who do not wish to go to the expense of a large machine, and yet require *accurate work* for proper registering of their sheets. This punch is made for round or slotted holes and embodies the very successful principles used in our office punches, "Marvel" and "Hummer." The parts are all of iron and steel.

It is powerful, accurate and simple. Let us mail you full particulars.

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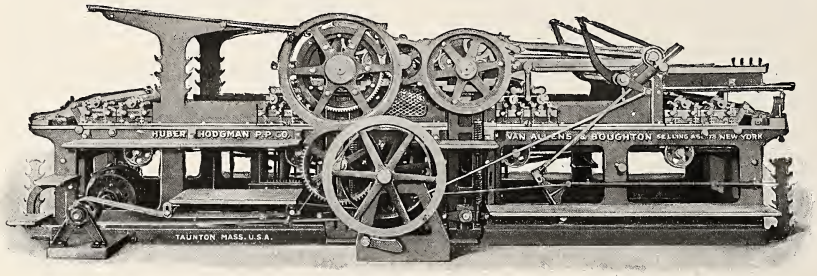
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One of the best printers in the United States, and one of the most financially successful, makes this statement:

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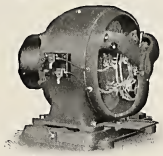
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brings increased profits to the printer or binder who has this department of his business properly organized for output and quality of work. Old-line stitchers are not efficient; their use is a continual waste in time, wire, quality of work and quantity of product.

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for ten years have proven their superiority wherever installed, and many of the largest and best equipped plants in printerdom are satisfied and enthusiastic users. If you have stitcher troubles — and all shops not Boston-equipped have them — it will pay you to consult with us.

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possesses the necessary strength, uniformity of coating, and high finish, to properly bring out the detail of the finest engraved half-tones.

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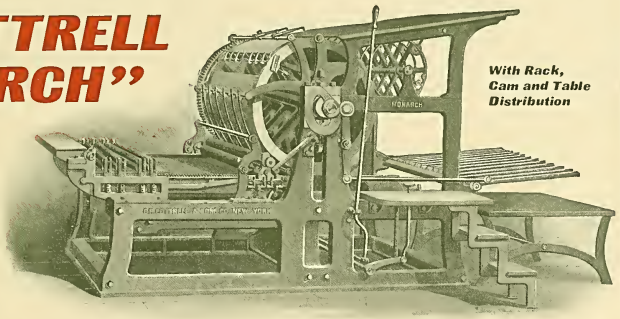
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Best Investment the Office Ever Made

THE COTTRELL "MONARCH"



With Rack, Cam and Table Distribution

COTTRELL single revolution presses are being used today on a great variety of process and line color work, and until the present method of printing is materially changed they will continue to handle this work at a profit. The use of hard packing on single revolution cylinder presses is identical with the most advanced practice on two revolution presses, and where all the working conditions on the two types of machines are the same, the purchase of a single revolution press ofttimes is an economy not alone in the first cost, but also in cost of maintenance.

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"THE PRESS"

MANCHESTER, IOWA

We bought our Cottrell "Monarch" book and news press about fifteen years ago, as I recall it, and it has been the ***best investment the office ever made.*** Despite the fact that the machine has not been overhauled for ten years, it is doing the finest kind of work. The registration is perfect, no wear is apparent in the working parts, and it does not seem to me that the ink distribution could be improved upon. We are continually doing ***two and three color-work*** of the most particular nature upon it, and we have found that it will work up a half-tone to the 'queen's taste.' In short, I believe it is the finest press for the needs of the country office, meeting every demand from the printing of the newspaper to the nicest kind of job work that is on the market today. If I were going to buy again, I should place my order for a "Monarch" without the slighest hesitation. Whatever reputation "The Press" may enjoy locally as sharp-printed, clean surface paper is due to this press.

H. L. RANN, Publisher

The Cottrell Single Revolution Press is easily understood and operated, and handles the work in the best possible manner and at the least cost for labor, materials and power. Such work as show printing and poster work, street car cards, hangers, heavy card stock and blank book work cannot be handled as successfully and profitably on any other press. Send for illustrated booklet.

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Vol. 50 NOVEMBER, 1912 No. 2

Ours an Age of Color Printing

By S. H. HORGAN

"IT is scarcely too much to say that in printing, and indeed by its aid, we are attaining to a renaissance of the age of color. Life may be dull enough — so dull, indeed, that the monotone illustration has long been appropriate to its monotony; but Nature is always in color. The perfectionment of technical methods during the gray epoch has now made possible a realistic revelation of Nature as she is."

Thus does the London *Times*, in its Printing Number, issued on the occasion of its forty-thousandth day of publication, prophesy that color printing is going to supersede monotone; and it would be well for engravers, printers and publishers to heed the prediction of such a disinterested investigator as the *Times*, that never uses color itself. Before reviewing some few paragraphs which support this conclusion it is interesting to read in the *Times*' own story that the paper was founded by John Walter, a rich coal merchant and underwriter at Lloyd's, because he lost his fortune through our Revolutionary War.

"TIMES" — A BY-PRODUCT OF AMERICAN REVOLUTION.

"I was," he writes himself, "twelve years an underwriter in Lloyd's Coffee House, and subscribed my name to six millions of property; but was weighed down, in common with above half those who were engaged in the protection of property, by the host of foes this nation had to combat in the American war."

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

In a letter to the king, soliciting patronage for the printing venture, Walter wrote: "The capture of the homeward-bound West India fleets by American privateers in the year 1776, and of the outward-bound East and West India fleets in the year 1780, under convoy of Captain Moutray, by the combined squadrons of France and Spain (in the safety of which I was deeply interested), shattered my fortune and rendered my affairs irretrievable."



NICHOLAS AMHURST,
Editor of *The Craftsman*, a trade publication.
The earliest known picture of an editor at work.

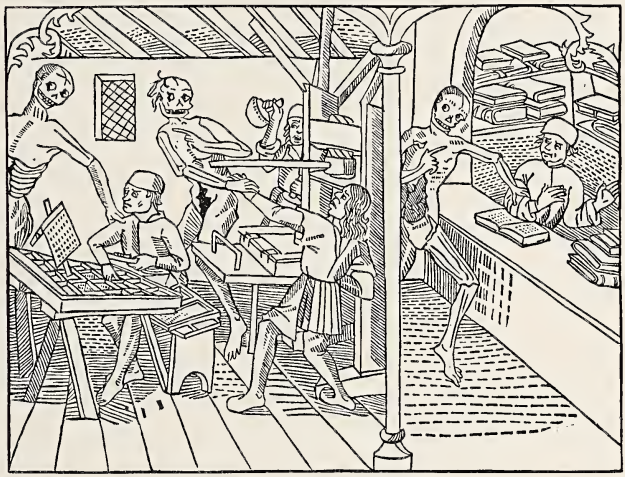
To get another start in life, Walter bought from one Henry Johnson an interest in an invention for casting type into words instead of letters — the idea being to publish a daily list of the prizes in the State Lottery, which was then a recognized mode of raising money for public purposes. "Finding," as Walter said in a pamphlet, "that in the usual method of printing, it could not be effected on the evening of each day's drawing, and if longer delayed, the purpose was defeated, he devised a method of expediting the business, by having types of two, three, four or five figures as required to form each number, composed in one body so that the work can be performed in one-sixth of the ordinary time, with the additional advantage of there being no possibility of misplacing, inverting or substituting one figure for another."

Meeting with opposition to the use of his logotypes from printers (the compositors insisted on being paid by the amount of type set up and not by the time occupied in setting it up), typefounders, publishers and booksellers, Walter started the

daily paper to show the speed with which logotypes could be assembled, while with separate type such speed in composition would be impossible. Walter had reduced the number of logotypes required to about fifteen hundred, occupying four type-cases, each 6½ feet by 4½ feet in size.

COLOR PRINTING.

The *Times* divides color-printing methods into the "artistic," in which hand methods are employed to produce the



DEATH AMONG THE PRINTERS.
(From a Danse Macabre. Lyons: 1499). The first representation of a press.

printing surfaces, and "scientific," which include the photo-mechanical processes. Much praise is given to Baxter and his intaglio key-plate, with from ten to twenty tints printed from wood-engraved blocks. Then came the artist chromo-lithographers, who drew on the stone and built up color upon color on other stones until the picture was complete. These were followed by the relief color printer, who still cut the key-plate on wood but made the color plates by etching on grained copper, getting graduations by "staging" with varnish. Then the

French led in color-block making through the method adopted by *Figaro Illustre*, in which the key was a half-tone block and the color blocks were a combination of orthochromatic photography and hand engraving.

THE THREE-COLOR PROCESS.

The discovery of three-color photography brought on a war between science and art, in which science (process) eventually won. For a few years there was a manifest decline until the printers' journals (referring, probably, to THE INLAND PRINTER) were filled with "scientific" representations of tropical parrots, ripe fruit and pickle-jars, all in the colors of nature. The period of crudity was soon surmounted and the three-color process has now been perfected. The retention of a fourth printing — though theoretically declared unnecessary — is found to be a practical advantage, and much of the best work is now done in four printings. But great as are the present uses of three and four color plates and printing, it is safe to predict that we are only on the threshold of the illustration of all that is beautiful in art and useful to mankind in science and commerce.

PHOTOLITHOGRAPHY.

In reviewing what has been accomplished in lithography, the *Times* says: "Here we might mention the fact that in America the half-tone process was applied to photolithography in a manner that for the day — about ten to twelve years ago — must be called superexcellent. Our own printers seem to have been so preoccupied that they never equaled the efforts of the New York comic weekly papers, and yet there could have been no profound secret in the method adopted. Now that the offset press has come to their relief it is not too late to make up for lost time." It was the Ben Day method of laying color tints that was used on the comic weeklies and not the half-tone process.

OFFSET PRINTING.

Of this addition to the printing family it is said in part: The term offset implies that the printing is set off or transferred. It is the expression used when by accident a number

of sheets are piled one upon the other until by their own weight they set off upon the clean backs of the sheets. The difference is that the setting-off becomes the mode of printing rather than accident, and is carried on systematically.

It seems curious that an offset or indirect method of printing should prove so effective, but the past five or six years' experience has put it to the proof in every possible way, and it may now be looked upon as not only the most modern but a most attractive style of printing which is likely to supersede much, if not all, the applications of the flat-bed machine.

There is a character about offset printing so different from what the public has been accustomed to that a new taste will be created and a far greater demand for printing of this pleasing and attractive kind will ensue.

MULTICOLOR PRINTING.

The *Times*' experts evidently have never heard of the McKee process or the wet-printing methods of the *Ladies' Home Journal* and other publications, for it refers to the attempts to print three colors simultaneously as having "produced no good results" for the reason that printing from a web was "attempting too much at one stage."

"One of the greatest triumphs of the printer's art and the engineer's skill" is termed the French flat-bed multicolor press, invented by Lambert, which is described as a press consisting of one long bed or table, which moves horizontally, carrying four form beds, to each of which there are the necessary independent sets of inking apparatus. Above this long bed and in gear with it are mounted the four printing-cylinders at convenient distances apart. The sheet is laid to the first cylinder either by hand or with an automatic feed, and after being carried over the first form the sheet is transferred by traveling grippers to the second cylinder, and so on through the machine, until the three or four colors are added to the sheet. It is then delivered to a pile at the end of the machine complete.

COLOR PRINTING CREATES ITS OWN FIELD.

"Ten years ago," continues the *Times*, "comparatively few printing-offices in Great Britain had printed a set of three-color

blocks. To-day the bookstall at any London or provincial railway terminus amply demonstrates the tremendous change effected by the three and four color process. Although much of the ground formerly occupied by other reproductive processes has been covered by this method, it must be maintained that the larger portion of the field which it is successfully occupying to-day is self-created, and but for it would be as barren as it was twelve or fourteen years ago.

We may take it for granted that the auxiliary arts of machinery, photography, and ink and paper making will continue to supply to the color printer their best and latest results. The arrival of the offset press has made possible the use of matt or even rough-surfaced paper for high-class chromo-lithography, and we have lately seen process blocks printed by letterpress on a surface that formerly would have been pronounced impracticable. These results are all to the good.

Literature is being illumined by color in all modern books. The commercial world, for advertising purposes, has recourse to color. Education is increasingly making demands upon the work of the pictorial artist, and color is a *sine qua non*.

We conclude by saying that we are unable to foresee an end to the possibilities of general enlightenment that, under favorable industrial conditions, are presented to the present generation of color printers. We hope they will be eagerly embraced.

COSTS

By A. H. McQUILKIN

Gathered with the toiling years,
Knowledge and skill are slowly won —
Vanished joys and haunting fears
Of labor lost or work ill done.

Into each sheet and type impress
Goeth a grain of my lifetime past,
Spent to bring hard-won success,
With careful heed from first to last.

What charge shall I my skill endow
That makes my printing live and speak?
Its worth is what it does, but how
To claim that worth is what I seek.

Shop Efficiency and Cooperation

By R. O. VANDERCOOK

IN reading the late issues of the several good printing-trade journals one can not but be impressed with the unanimity with which all are tackling the subject of efficiency, and how all agree on what makes the most for it. A thought-wave seems to be surging through printerdom. All are getting the same ideas, only expressing them differently.

THE INLAND PRINTER was the first, or simultaneously of the first, to come out flat-footed with the truth, which, expressed in many different ways, is that the efficiency of a shop can be no greater than the efficiency of the responsible head in his capacity for general management.

Under the present-day organization of the industrial world he who pays the wages is, of necessity, absolute monarch over the jobs of the workmen. No civic law can compel him to invest his capital, and no civic law will reimburse him for the losses of bad management or for paying wages to those not able to earn them. The more industrial monarchs there are, the better it is, under our present system, for the wage-earners. Competition among many managers forces them to study efficiency, forces them to make working conditions so that their best help will not leave them for more progressive and efficient managers who, through efficient management, can give good working conditions and at the same time earn fair returns on capital.

Many socialistic systems for the management of industry have been tried, and about as many have failed in all or in part of what it was desired to accomplish. The question now is, How far can cooperation with the workingmen be carried with mutual profit? How far it can be carried is up to the industrial monarch. If he is a wise monarch he can draw out much mutual good by cooperation with his working forces. If a manager firmly grasps the truth that every employee, no matter how slobby and inefficient he may appear to be, wants, in his inmost soul, to be considered a good workman, that truth can be used to great mutual profit. One writer recently empha-

sized the point of getting men to work *with* their employers, rather than *for* them. This good idea is the basis of all feasible cooperation at the present time. Make it possible that every employee can see hopes of his becoming a really efficient workman. Use your superior intelligence (and you ought to be superior if you fit the job of general manager) to draw out and direct the abilities of your workmen. Be charitable, and remember that it is through mistake, not too often repeated, that all the world's progress has been made.

One of the world-famed publishing houses in Philadelphia has so inculcated the spirit of working together that the newest errand boy in the plant feels that he is of a higher social plane than the errand boys of other plants, just because he works *with* the great firm in question.

A number of large firms now have suggestion-boxes. They request all employees, no matter in what station, to write out and drop in the box any suggestion that the employee thinks might be of use to the firm. A substantial money reward is given for any suggestion that can be utilized; but, best of all, due credit is given before all the shop-mates to the individual evolving the useful idea.

How would it do to post up notices something like this:

> *To All Our Employees:*
>
> We want the cooperation of all our employees in building up the efficiency of our plant. You will find boxes labeled suggestion-boxes [state where] in which we want each and every one of you to place suggestions. Write out any ideas you have that may be used to mutual profit. Every suggestion put in these boxes will receive courteous attention and reply. If it does not appear feasible to use we will tell you the reason why. If it is feasible and we can use it we will give you a money reward, in no case less than $5, and you will also be given due acknowledgment for the idea.

You might also print or typewrite a little circular for your employees, telling them what your ideas are about efficiency. The circular might be worded something like this:

To All Our Employees:

In connection with the notices posted about suggestion-boxes, you may be helped by reading this:

What is efficiency? All it means is getting the desired quality and quantity of work done in the easiest possible way. If any of your work makes you tired and weary, and you can figure out some way to do it properly and speedily without making you so tired, you will not only help yourself but every other person working

with you. Labor-saving ideas and machinery have always resulted eventually in the betterment of the workingman's condition. This is a historical fact that can be easily verified by any one.

Every person in this plant has a chance to help every other person by thinking about the job he is on. Valuable ideas, like pearls and diamonds, often are found in the most unlooked for and unsuspected places. You do not know what your mind will do until you work it hard. If you can think out any way of saving a single motion of your hand in doing a piece of work, you have figured out an idea of value, no matter how small that useless motion may be; but if it can be forever eliminated from the work, you may save all who come after you the useless labor of making that useless motion. And who knows but that a simple motion saved may in years, in the total results of time saved, be worth the whole productive energy of several human lives!

Here are some things in which all of you have a chance to do good.

Can you suggest any rule not enforced now that will make the shop more neat and orderly and therefore a more pleasant place for you to spend your working hours?

Have you any suggestion to make that will prevent waste of material?

Have you used machines different from ours that you believe are more efficient?

In your employment in other shops have you seen ways of doing work that you liked better than the way used here?

We want all our employees to feel that they are working *with* us as much as *for* us. We want to give every one of you a chance to develop all that is good in you, that we may all be happy and prosperous working together.

I have often thought why some writer, who has time, does not write on the subject of "The Romance and History of Well-known Inventions." Such a book put in the hands of "devils" and errand-boys would surely fire up ambition in many of them. The efficient "industrial monarch" must be able to fire up ambition in his colaborers, and the younger the boy or man is when he gets "fired up," the more potent he will become in doing the world's work. An inventive and initiative ability exists, in more or less dormant state, in every human being born into the world, but in too many cases this divine spark has been almost altogether quenched by cruel conditions of life.

If we printers, in our future shop practices, and by the right cooperation among ourselves, can show that the printing art was the first art to grasp and practice in itself the great truths of right living, the world would take it only as a logical sequence of events, for the world does now admit that it was printing more than any other art that developed the world from barbarism, and it is only logical that its devotees should show the world the way to correct business methods, resulting in well-rounded lives for all who go into and stay with the art.

From Proofroom to Pulpit

By C. A. HARTMAN

THE versatility of the proofreader is proverbial. A recent instance of this is Edmund Valentine Armstrong, who changes with ease from the shirt sleeves, the pen and the desk of the proofroom of a morning newspaper, to the gown and surplice, and to the pulpit of a Protestant Episcopal church.

Mr. Armstrong has been a member of Big Six Typographical Union for thirty years, having joined the union upon attaining his majority. During the past twenty years he has read proof in New York city on the *Morning Advertiser*, *Globe*, *Daily News*, *Telegraph*, and on the Brooklyn *Daily Eagle*. For the past seven years Mr. Armstrong has been a reader on the New York *American*, and on October 1 he assumed charge of the proofroom of the New York *Evening Journal*.

For more than ten years Mr. Armstrong has been a member of the Church of the Holy Apostles, in Windsor Terrace, Brooklyn, New York; a warden of the church, leader of the choir and superintendent of the Sunday-school.

Since last Easter this church has been without a regular ordained rector in charge, and Mr. Armstrong stepped into the breach and conducted the regular church services, participating in all of the work of the parish as well as supervising the activities of the seven live societies connected with the church. In assuming the duties of "lay reader" Mr. Armstrong did so without any clerical training whatever.

Under the rules of the Protestant Episcopal Church, "lay readers" are permitted to wear the black gown and white surplice, but not the stole of the regularly ordained priest of the Church. According to canonical law they are not permitted to administer the sacrament or officiate at weddings. This printer-layman, however, conducted the affairs of this parish in such a manner that he received the compliments of Bishop Frederick Burgess of the Diocese of Long Island, as well as high praise from the former rector of the parish — the Rev. F. A. Wright — who said:

"Mr. Armstrong is the ablest lay worker I know of. The remarkable part of Mr. Armstrong's work is the fact that during the six months he has been lay-reader-in-charge the church and the seven societies in the church have gone along at full speed, and I do not hesitate to say that the steady, consistent growth of the church during the past eight years — which has been about fifty per cent — has been maintained during the past six months as though a regular rector had been at the helm. When one takes into consideration the fact that the Church of the Holy Apostles has about 300 regular communicants, a Sunday-school of 380 pupils with an average attendance of 230, one realizes the magnitude of this task for a man who received no clerical training."



EDMUND V. ARMSTRONG.

Mr. Armstrong is a good bass singer, and he has the happy faculty of imparting his knowledge and love of music to others. In 1904 he organized in this church a choir of forty voices, with two organists; he led the choir, selected all the music, and he, the choir and the organists gave their services without pay. During Mr. Armstrong's leadership of the choir he designed for the forty girls a costume that is said to be the prettiest in New York city, or in any other city, possibly.

The Armstrongs are a family of printers. The grandfather of Mr. Edmund V. Armstrong was a printer in New York city seventy-five years ago; his father, now retired, was a New York printer for more than sixty years, and his uncle was a proofreader on the New York *Herald* for twenty-five years.

Selling to Printers

By PICA

THE cost of selling an article has an importance in making the price secondary only to the cost of manufacture. Any hindrance that may occur in making sales to any particular class of buyers goes against its selling price. The luxuries of life are high-priced, though the staples are high enough, as the outcry against the high cost of living proves, but the luxuries go higher yet. There must be a larger percentage of profit in the slow sellers to compensate for the waiting time and the expenses incident thereto.

If a buyer goes into a surgical-instrument-maker's shop and buys a pair of tweezers, for instance, he gets the implement for about 25 cents. If he goes into a printers' supply house and buys an identical article, he pays 75 cents to $1 for it. The reason of this is that the printer procrastinates buying the things he needs in his business, or buys them at last on long-time credit.

This trifling example is given because it shows the effect in a small enough way to make the illustration particularly striking of how the procrastinating habits of a certain class of buyers have to be paid for by themselves in cold cash at the time of the purchase, or eventually, and affects the selling price of all apparatus in the printing trade.

The salesman who calls upon a printer does so at the expense of railroad fare, salary, and other incidentals. The printer may need the machine or apparatus that the salesman wants to sell him. But he has not put his thinking apparatus to work, and defers making a decision. He puts off. The salesman may work on that prospect for months. The percentage estimated for selling cost may be eaten up in the expenses of that salesman, but it may be compensated for by quicker sales elsewhere. These conditions make the basis on which selling cost is fixed.

It can not be expected that every printer is going to jump at every proposition to buy machines, but commercial and

manufacturing economics go much beyond the limits of any particular printing plant. Now that printers are studying efficiency, prodded thereto by the investigation of costs, the economic principles of buying — so far as they affect the value of knowing the requirements of the printing plant, the work in prospect, the machines to meet the conditions, the value of knowing what is needed and acting promptly on that knowledge — will save many a dollar, not only in the cost of the article itself but in having its service in making efficiency within the shop — and thus extending the principle of efficiency without the shop — for the salesman can do many things for the printer if his time and talents are not taken up with watching the vacillations of an undeterminate mind.

The trade-papers keep the printer informed on the advance of the printing art. Close up to the first announcement of the inventor's conception, close up to the first intimation of an improvement in a staple machine, the trade-papers give the facts. The printer has ample time to consider the application of these improvements to his needs. If there are any further things he wants to know about these announcements, a letter will bring them. It may not be necessary for a salesman to visit him. In many cases it is not necessary. But the printer likes to talk, and he wants to have a salesman to talk to. Well, he pays for the talking. Personally and generally he pays for it. From the information he has obtained, if he reads the papers, he should be ripe for the salesman and make his purchase then. If he has good reasons for not buying and does not wish to buy, a letter explaining his reasons will save the salesman the expense of a trip and aid toward a greater commercial efficiency in saving unnecessary expense.

The printer must not forget that the entertainment he extends to his customers is — if he can possibly fix it that way — included in the printing bill. The donations, therefore, that he imposes to "bring the boys together" can not but affect the price of the materials he buys. The dinners, the cigars, the theater tickets must come from him and he must get them from his customers. Expenses do not stop at their source — they go down the line. "I know — I know it is a

good machine. I guess we should have it. Call again in a month or two. I'll be ready to talk to you then." Thus says Mr. Dilatory, and Mr. Selling ruminates that the next lot of machines must be boosted up a few hundred to meet the cost.

Printers of Note—Aldus Manutius

By WALTER BLELOCH

AMONG the families prominent in the infancy of the "Art Preservative"—when the profession was handed down from father to son, from generation to generation—few stand out in so bold relief as the family of Manutius of Venice and Rome, from 1490 to 1600. The Greek and Latin works of this house were noted for their accuracy, but their chief claim for distinction is no doubt due to the fact that they were responsible for the introduction of "italic" type, which, according to most authorities, was first used in the Manutius edition of the Virgil in 1501.



The trade-mark of Aldus.

The head of this famous family was Theobaldus Manutius, and it was from the "Aldus," a corruption of his first name, that the trade name "Aldi" was evolved, and from that it was but a step to the later world-renowned "Aldine Editions" bearing the famous emblem of a dolphin twined around an anchor.

As in numerous other cases, it is found upon investigation that all authorities do not agree regarding the "family tree" of Manutius. Upon one point they all agree, Theobaldus Manutius was a scholar of great attainments, whose attention had been drawn to the then new art of printing as a means of spreading broadcast throughout the land the learning that was then the good fortune of but a very few to possess. He started his shop in Venice in 1488, and in 1494 commenced the editions which later became so celebrated.

Manutius took the Roman text and modified it into what is now known as "italic," but which was first known as "Vene-

tian" and later as "running type." Through his never-ceasing efforts to improve his product, he was responsible for many of the most noted Greek and Latin works of the age. It is said that over his doorway was inscribed:

"WHOEVER YOU ARE, ALDUS EARNESTLY ENTREATS YOU TO DISPATCH YOUR BUSINESS AS SOON AS POSSIBLE AND THEN DEPART; UNLESS YOU COME HITHER, LIKE ANOTHER HERCULES, TO LEND FRIENDLY ASSISTANCE; FOR HERE WILL BE FOUND WORK SUFFICIENT TO EMPLOY YOU AND AS MANY OTHERS WHO MAY ENTER THIS PLACE."

In the early, as in the modern day of the craft, the printer-man had little time for aught but work.

After publishing editions of Aristotle, Aristophanes, Herodotus, Demosthenes, Plato and other Greek classics, together with a number of Latin and Italian works, which afterward became of note, Aldus Manutius died at Venice in 1515.

The business was continued by his father-in-law, and then by his son, Paulus (born in 1511), who, like his father, soon became famous as a scholar and an author. As a printer, it is said, the son was almost the equal of his father, having seemingly inherited his father's exceptional ability to direct the efforts of others toward the end that the "Aldine Editions" would be known for centuries afterward.

Aldus Manutius "The Younger" (born in 1547) was the son of Paulus and assumed the direction of the business upon the death of Paulus in 1574. Though noted as a classical scholar and a printer, he seemingly failed to achieve the results and attain the degree of distinction reached by his father and grandfather, dying in 1597.

Among the very important works to which Aldus, senior, devoted himself for years was a proposed edition of the Bible in Hebrew, Greek and Latin. This work was never completed, probably owing to its complex nature. For the many things they *did* accomplish, the family of Manutius will ever be honored in the history of the "Art preservative of all arts."



All Wealth Comes from the Soil and Is Made Potential by the Printing-Press
Photographs by R. R. Sallows, Goderich, Canada.

EDITORIAL

First order of business for the printer and his friends after election is "postal affairs and the proper presentation of our case."

Ere this reaches the reader's eye the campaign will have been completed, and all will know the names of the parties and men who secured the coveted positions and those who won great moral victories that assure success next time. An incident of the late struggle is that the old bogy about presidential year being a bad business period received some hard knocks and must be nearly ready for retirement to the cobwebby regions of nowhere.

Presidents are not the only things that grow in Ohio. Big printers — the kind who do big things — are also found there. The remarkable success of the recent cost congress and exhibition at Cincinnati is ample proof of this. The thought comes that possibly among these men we may find a Moses who can consolidate organized printerdom. It is a huge task, of course, but Ohio printers have given us a glimpse of what they can do in a large way.

Elsewhere in this issue we present the views of three well-known men on "Printing-trade Ethics." More space in the trade press might well be devoted to this subject. Too many printers seem to be utterly without conception of what constitutes honorable business methods in their relation to competitors and to the trade as a whole. Out of our efforts at organization there should come a code of ethics for the guidance of printers who would have and are entitled to the respect of their fellows.

Friendship, cooperation and brotherhood are beginning to have more than an empty meaning for employing printers. Slowly yet surely the old notion of competition is giving way to the new spirit of helpfulness — the spirit of the Golden Rule. When John S. McMillan closed the second cost convention at Cincinnati his heart was so full of that new feeling which is laying hold of printing craftsmen that he almost collapsed with emotion. This incident, however, simply points to the great change which has taken place among employing printers in recent years. And the change is a harbinger of better times for every one engaged in the printing business.

Effort is being made to bring the employing printers and allied craftsmen of Chicago together in a common meeting-place for the numerous organizations in which they are represented. The purpose is to form a nucleus for the establishment of a fellowcraft or graphic-arts club, with the view of cementing the different organizations as a single and influential force in all matters where harmonious action is possible and desirable. It seems that this should be easy of accomplishment if a little missionary work were started in each body interested. At least there is no reason why it should not be accomplished if the right kind of spirit is manifested by printing craftsmen.

Some idea of the relation of efficiency methods to economic production is given in C. S. Peterson's article in the October Inland Printer. "While wages are roughly from one-third to one-fourth the rate in Chicago," says Mr. Peterson, speaking of conditions in Naples, Italy, "there are many other causes that render the product costly." Among these "other causes" it is pointed out that the output of the linotype machine, for instance, is little more than half that in Chicago, which of course is indicative of the difference in other departments. Up-to-date tools are scarce and organization is imperfect. The result is that the finished product in Italy becomes as costly as that in this country under a much higher rate of wages. American printers, however, should not take this as meaning that they have reached perfection in efficiency methods. In fact, the methods employed have had little to do with our apparent advantages over foreign printers. The difference lies chiefly in the ability of American workmen to produce more than their foreign brothers, and in the labor-saving equipment installed in American plants.

For this very reason there is a maximum of opportunity — much of which is overlooked — for reducing the cost of production by introducing more efficient methods into American printing establishments.

Ohio Printers Make Good.

When word was sent out from Cincinnati, three or four months ago, that the second Ohio Printers' Cost Convention would be one of the most notable of State meetings, and that the printers' machinery and supplies exhibition to be held in connection with it would be the largest and best ever held in America, many printers accepted it as mere extravagance of advertising, especially in its reference to the exhibition.

But the printers of Ohio more than "made good."

The exhibition undoubtedly was the finest, the largest and most successful ever participated in by American manufacturers of printers' machinery and supplies, and the men who planned and carried it to fruition are to be congratulated. American printerdom doffs its hat to Ohio.

Mere Cultural Education Insufficient School Training.

Discussion of our public-school system is needed. Too long parents have evaded their responsibility in the education of their children. Too long Americans have taken for granted that eminent scholars and educators in every nook and corner of the globe are lying awake nights planning for the efficient training of the oncoming generations. An awakening is here. We are beginning to open our eyes — or rather our eyes are being pried open by the inefficiency of our boys and girls who have graduated from the public schools. "What is the matter with the public-school system?" is a question that is now heard on all sides — and it is a question that must be answered, not by the school boards and professional educators, but by business men, by farmers, and by artisans. For it is in the business office, on the farm and in the workshop that the final examinations are held — that the deficiency of our school system is manifested.

It is therefore gratifying to note that leading periodicals are taking up the discussion of our public-school system. In recent numbers of the *Pictorial Review*, Lewis Edwin Theiss has treated the subject impressively and thoroughly. In outlining the weakness of the system, Mr. Theiss says:

> We have built up a scheme of instruction that is founded, not upon educational needs, but upon educational history. We have gotten a false conception of education. We have confused it with culture. We have built up a method of training founded upon the ancient system of educating the priests, and we have said, "This is education." We have made our system inelastic, inflexible, procrustean, and then forced it upon every child. In short, we have adapted the child to the system, instead of the system to the child.

In printing-offices it is found necessary to educate the boy in ordinary grammar and spelling as he is taught the trade. And as to punctuation: he seems to have no conception whatever of the principles underlying it. This can be said not only of eighth-grade but of high-school graduates. Mr. Theiss quotes a country gentleman as follows:

> I live near a little hamlet of about four hundred people. They had a graded school — that is, a school with a principal and three subordinate teachers. I visited this school recently and found children about twelve years of age vivisecting a clam. They were told the names of its various organs — useless knowledge for them, even if they remembered it, which of course they did not. In another room an American girl was teaching German to half a dozen students. I believe the thorough study of any language is good mental training. But there was no mental training in that room. The teacher would pronounce a few German words as she had learned to pronounce them, and the children would try to pronounce them after her. Then they had a sort of guessing as to the gender of a noun, and that is all. They liked German, they said. It was so easy. A few days after my visit, I got a bill made out by a graduate of that school whose father sold poultry. She charged me for "four chickes and three fowels."

THE INLAND PRINTER would urge its readers to take an aggressive part in their respective communities in the discussion of this all-important question. Printers and publishers are in a position to know, through experience, many of the shortcomings of the public-school system, and they owe it not only to themselves and to the public, but to the printing business, to use their advantageous position for the common weal.

Public and Postoffice Benefit by Second-class Rate.

Allowance is made by the judicious for many of the statements issued in the heat of political campaigning, when the speakers are put to their wits' ends to rouse the crowds, and the political scribes have but one duty to perform — deliver the punch.

But with all that consideration, there should be some regard for truth.

We saw a statement purporting to be issued in the interest of President Taft, in which it was made to appear that the opposition to that gentleman's postoffice administration was due to his desire to establish a one-cent rate for first-class postage. That is far-fetched, for, to the best of our knowledge, the administration of the postoffice was attacked long before President Taft was the friend of one-cent postage. Indeed, it is a problem that he inherited, and the difficulties of which he intensified rather than modified.

The publishers were also accused of being grafters because of the second-class rate. This is on the theory, of course, that the rate is a "privilege" and a subsidy to publishers and printers. There is no truth in such an inference, as the fierce competition in the publishing business has assured the public the benefits of the low rates. Usually subsidies are granted to railroads or some other industry that in its nature is monopolistic. Excepting the case of daily newspapers, the printing and publishing business is exceptionally susceptible to the operation of the natural laws of competition; they can not be avoided nor evaded.

The public is now getting marvelous value in printed pabulum for the money it spends. Editorially and mechanically, quality and quantity, the buyers of second-class periodicals are receiving five times the value that they did thirty years ago. The cooperation of the Government in the matter of rates and service has contributed much to this desirable result of giving the public great volumes of wealth — wealth expressed in its highest and best form.

If the public has not been the principal beneficiary of low postal rates, what other element has benefited to anything like an equal extent?

The present arrangement for the distribution of magazines, etc., is correct in principle because it squares all 'round. President Taft and those who see with him on this question insist that second-class matter is distributed at a loss to the country, and is the cause of the perennial deficit. We will not halt to discuss the broad question of why the Postoffice Department should be made to pay; nor will we ask how the administration knows that second-class matter is handled at a loss.

We maintain that if the contentions of our opponents were proved to the hilt, second-class matter is really profitable to the department, as it is a feeder to first-class matter. We know there is a disposition among some to pooh-pooh the theory of advertising being a feeder, or of the department needing such an aid, but up-to-date business men do not despise "feeders" and "leaders." Merchandizing is altogether too enterprising a function these days for any one serving the public to overlook such a device. And if the postoffice is to be put on a business basis, why not employ modern business methods?

It is impossible to cover the whole field and show all that advertising has done in this respect. There are too many examples, but out of the multitude we will take one found in that *vade mecum* of students of the Postoffice Department — "Postal Raiders and Riders." At a congressional hearing on postal affairs the periodical publishers presented an exhibit which completely tells the story of a magazine advertisement in account with the postoffice, and we give it herewith:

In the *Saturday Evening Post* of November 26, 1910, was published a 224-line advertisement of the *Review of Reviews*.

Three thousand seven hundred replies were received, 1,776 of them enclosing each 10 cents in first-class postage.

The paper on which this advertisement was printed weighed 0.132815 ounce. The half of it printed with the advertisement weighed 0.06640625 ounce.

One million seventy thousand copies of the *Saturday Evening Post* were sent through the United States mails, so that the postoffice transported 4,440.9 pounds of this advertisement. At 9.23 cents per pound — the pound cost of transporting and handling second-class matter given by the Postoffice Department — the total cost of giving the postoffice services to this advertisement was $409.90; postage paid at 1 cent a pound, $44.41; loss to postoffice, $365.49.

The postoffice's gross and net gain from first-class postage created:

3,700 inquiries were received by the *Review of Reviews*.	
3,700 2-cent stamps for inquiries	$74.00
3,700 acknowledgments under 2-cent stamps	74.00
6 follow-ups to 3,700 inquiries under 2-cent stamps	444.00
1,776 inquirers send 10 cents in stamps	177.60
740 sales are made, each involving 12 bills and 12 remittances, under 2-cent stamps	355.00
The 3,700 names of inquirers will be circularized at least three times a year for five years, under 2-cent stamps (a practical certainty of twice as many circularizations)	1,110.00
Total gross direct sales of 2-cent stamps from advertisements	2,234.60
Profit of forty per cent, according to profit of percentage of Postmaster-General on first-class postage	$893.84
Direct loss in transporting and handling advertisement, cost figured at 9.23 cents a pound, income at 1 cent	365.49
Ultimate minimum net gain to postoffice in having carried this advertisement	$528.35

AN EXPENSIVE PUNCTUATION-MARK.

Some fool who is going the limit in phonetic spelling will be trying to do away with punctuation entirely one of these days. To him we would relate the story of the woman who visited the city on a shopping expedition, and fell head over heels in love with a $400 millinery layout. She wired to her husband, describing the outfit and the price, and asked if she might purchase. He answered: "No. Price too high." When she came parading home, diked out in the purse-wrecking togs, the victim fainted, but he had overlooked the fact that telegraph operators never punctuate.— *Missouri Mule.*

PRACTICE THE CELESTIAL STUNTS.

Make a Happyland here below rather than write sentimental slush about Happylands hereafter. I believe in heaven just as much as you do, beloved, but I hate like thunder to see a lot of greenhorns stalking around in a new house, without knowing how to act. Do you get it?— *Missouri Mule.*

Printing Trade Ethics

Addresses Delivered Before the Ben Franklin Club, Chicago, September 26, 1912.

"ONE PRICE THE ETHICAL THING."

BY W. H. FRENCH,
President Barnhart Brothers & Spindler.

ETHICS — The science of right conduct and character, moral obligation; rules that should govern; man's duties to himself and others; ideal humanity. Summed up, ethics is the Golden Rule — Do unto others, etc. That rule is sometimes — less now than formerly — perverted to read, "Do others as they would like to do you." That moral obligation is twofold with every human being — mine to you, and yours to me. I might add, our duty to the public.

During the last few years the printing trade has made enormous advances in ethical conduct. The craft of Franklin had fallen into disrepute; we were residents of Cairo and Damascus; we were not business men. Asked for a price, we would say "Ten dollars; what'll you give?" And when we got an offer we would accept it rather than that our competitor over there should get it; no fixed price; no knowledge — no rational knowledge — of what the thing was worth. We asked only, "What can I get?" The hard buyer got a snap; the easy buyer got soaked. There was no ethics in that. Every principle of right and justice was violated by such a system. It was a hold-up every time. Sometimes we were the highwaymen; sometimes we were the victim.

That is to-day largely changed. Every wise, sensible printer knows what work costs — all it costs — and charges the customer cost plus a profit. The printer who does not do that is always unfair to the buyer of printing and to himself.

What are the rules that should govern the relations of the supply man and the printing trade?

1. The seller should not sell at an unfair rate. Competition is so sharp that this pretty nearly regulates itself. With some twelve hundred dealers supplying some thirty thousand printing-offices, one to about twenty-five printers — with the country combed as it is by traveling salesmen from whose incursion scarcely the hamlets of the land are free — there is little danger of exorbitant prices being asked. Seneca Beach, in a recent talk, said it was a shame and a scandal that one large typefounding company doing last year nearly $5,000,000 of business showed in its annual report a surplus for the year of only $20,000.

2. The seller should have a fixed price — the same to all comers. It is the only fair way. There should be reduced prices for large quantities of one article bought at one time, but all things being equal, prices should be uniform. All dealers should have practically the same prices for the same style of goods. This would save each buyer a world of worry and work; for the buyer would not need to "shop." If assured that he would get the right price, he would save himself the bother, time and expense of running about among dealers, writing, wiring and traveling, to get the bottom rate. This can be done. It is practically done in our business to-day. It has not been easy to bring it about, but the typefounders have learned wisdom through hard knocks; they have had many periods and long periods where it was a case of "put up," and these were followed often by permanent "shut up" of shops. Twenty years ago our company, becoming convinced that one price was the ethical thing, adopted that rule, and with very slight exception has adhered to it ever since. For one period of six years it followed that rule, while every competitor had no rule but to cut prices; and our concern throve under it — grew faster than ever — and it could look every man in the eye and say, "You are getting on bed-rock prices." It lost many orders, but it never lost its reputation. It's a grand thing to be able to look a customer square in the eye and say, "I have never victimized you."

3. The seller should not sell on terms that are unbusinesslike. I wish I might have time to read to you the positive, unvarying terms of sale which our salesmen have. I believe every responsible competitor also has similar fixed rules. It is unethical to create competition to established offices where there is not a fair field for competition; it is unethical to sell to an unbusinesslike concern; it is unethical to sell on loose terms; it is wicked to start a competitor of your trade in business and to supply him with practically all the capital. I recently heard of a sale of a paper-cutter in New York — a sale by the manufacturers of that cutter — price, $980; terms, $50 cash, $50 December 1, the balance running thirty months. One manufacturer of cylinder presses is said to have eight men patroling New York visiting all the small printers — men who have never used a cylinder — and trying to persuade them (with considerable success) that instead of the platen they need a two-revolution press; selling it at $300 down, delivered and set up, the balance in monthly payments for three to five years and a big renewable note at the end. It's all unethical.

Now about the buyer. I covered this subject briefly once before when I had the pleasure of talking to you. It might be expanded to the size of a political platform.

1. Ethically the buyer has no right to try to break established equitable prices —to stampede the seller with the bogy of competition. How this is done on both sides the counter nobody knows better than the printer. Many buyers desiring to be esteemed sharp buyers do not hesitate to dally with the truth to such an extent that they would seem to have adopted Mark Twain's idea — "Truth is the most valuable thing we have; therefore use it sparingly."

2. The buyer has no right to show a competitor, even if his best friend, the prices a seller has made him. A bid by any honest tradesman should be held sacred. If the bid is or is not accepted, it should be held sacredly private.

3. The buyer should not patronize the fly-by-night concerns which spring up, cut prices, debase terms, and flicker out by sheriff's aid. They are those who start the fly-by-night printer with next to nothing down and fifty monthly payments. They are those who have just one argument — "We sell five per cent cheaper." The printer who falls to their blandishments is cutting his own throat with that five-

per-cent blade. He asks dealers not to sell irresponsibles on reckless terms, and he buys of those who always sell that way.

4. Graft is not only unethical: it is criminal — blackmail on the one side and bribery on the other. Some States have (to their honor be it recorded) passed laws to punish this crime severely. Suppose you find that a dealer has bought your pressman and has paid or promised to pay him money if purchases are made by your firm. Would you tolerate it? Yet you know it is being done. I have even heard proprietors uphold it. If you find the seller of inks or presses or type is doing this nefarious thing, why do you not issue orders that not a pound of ink or ounce of iron or gram of type be bought from his house? You pay the bill and in some form or other the graft is included, whether in inferior goods or increased price.

You are entitled to all the rebates that the seller can afford to give, and by squelching the grafter you do a kindness to your workman, the seller, yourself and your family.

"IT IS OUR DUTY TO SERVE ONE ANOTHER."

BY CHARLES W. SMITH,
of the Sinclair & Valentine Company.

GENTLEMEN of the Ben Franklin Club and Fellow Supply Men — The members of the committee having to-night's program in charge, who have done me the great honor to invite me to speak here, have selected the subject which is to be discussed — "Printing-trade Ethics." I have always supposed that I knew the meaning of that word "ethics." I thought it was a system of rules of behavior, different in each trade and profession, which had sort of formulated themselves, and which one could observe if he wanted to be polite and recognized as an admirer of the best usages in his line. The word as I understood it had more or less of the qualities of "politeness" in it. I did not understand that "ethics" had any particular binding force. In fact I was under the impression that the hard-headed and practical men of the different trades and professions did not pay much attention to the "ethics" of their line.

The company for which I work has provided for my office a small library of good books, and among other things a new dictionary which states concisely the meaning of words. Imagine my surprise when I read these sentences as its definition of "ethics": "The science of duty; a system of principles and rules of duty." According to the definition of this standard work, the words "ethics" and "duty" are synonymous. That puts this subject in a new light to me, for I regard that word "duty" as one of the greatest words of our language. It is a short word, having only four letters, yet there is no other word to compare with it as regards moral obligation and the development of character and the relationship of man to man and the relation of man to God, unless it be that other great four-letter word, which is "love." Every man who possesses any degree of nobility of character whatever is aroused and stirred by any thought or call of duty. At the Auditorium, in this city, is being produced a play which has created a great deal of interest and comment throughout the country — "The Garden of Allah." At the last cost congress, recently held, the printers and supply men attended that play in a body. What is the fascination of that production as based upon Hichen's remarkable book? It is not that any considerable percentage of us are interested in that phase of Roman Catholicism which holds a priest to lifelong celibacy and compelled Androvsky to leave his Sahara paradise and his wife and unborn child and return to a monastery, but because every serious man who sees that play knows in his heart that there will come a time in his life or perhaps there has come a time in his life when his sense of duty has compelled him to make a choice between the thing which his heart loved or which he yearned to do and the thing which he knew was his "duty."

What are the "duties" of the printing trade? We are a company of printers and supply men. So far as we are concerned I am prompted to view this question from three angles: First, What are the duties of the printer to his fellow printer? Second, What are the duties of the printer to the supply man, and vice versa? Third, What are the obligations of the supply man to his fellow supply man? If sufficient time were given me I should be glad to take up these separate relationships. Since there are other speakers I can state only a few rules of "duty" of a general nature, which I believe may be applied to these three different relationships:

1. *It is our duty to serve one another.* The ordinary conception of competition is to deceive and to outdo each other. I realize that in the plying of our occupations we have certain strong obligations which we owe to our individual businesses or to those who employ us and must make an earnest effort to advance our own interests. But at the same time we can afford to be helpful to others. I am sure you were all greatly impressed when at a recent printers' banquet one prominent printer of this city told of the time when a disastrous fire came to his establishment and when he was amazed and overjoyed to receive a telephone call from a brother printer who owned a larger establishment and who asked the one on whom calamity had fallen to bring all of his work to the larger shop and to make this big establishment his printing home until such time as the wreck of the fire could be cleared away and new equipment installed. This kindly action was offered, not with any thought of stealing away the man's trade who had suffered the fire, nor anything of that sort, but simply as a decent act of kindness and generosity. The one who volunteered the kindness was simply doing what he would have been glad to have had some one do for him if the fire had come to his own place. In other words, he was simply carrying out the teachings of the Golden Rule. In this connection let me say that the teachings of the Golden Rule form the basis of the ethics for all the relationships of mankind. We are to do unto others as we would that they should do unto us. This Golden Rule has been floating through the world in all ages, though usually in the negative form. Men have been trying to bring their lives up to a high plane of living where they will not do unto others what they would not have others do unto them. This is good, but it is only a Golden Rule in negative form. It was the Nazarene — the Man of Galilee — who put this Golden Rule into positive form, saying, "Whatsoever ye would that men should *do* to you, *do ye* even so to them." We are not only to refrain from harming each other, but we are to serve each other.

This is not so much of a sacrifice as it appears to be. Great men despise littleness, selfishness and meanness in others. We can best fit ourselves for the largest success by cultivating the spirit of the Golden Rule.

It is well for us to remember that the Golden Rule assumes that all men are free and equal and entitled to equal rights, no less and no more. The Golden Rule is the foundation of the Declaration of Independence. It is the foundation of all law. If universally obeyed it would right all wrongs. It would settle all disputes between capital and labor, all misunderstandings between employer and employee. It would revolutionize society and make all men

brothers. It is the foundation of all morals and ethics as between man and man, and is, therefore, eminently appropriate in any discussion of the ethics of our trade.

2. A second rule of ethics for the printing trade is that *we should learn to keep inviolate all confidences.* The bane of all attempted organization work in our trade is that there are always some ready to betray confidences. I have heard it asserted that the only possible way effectively to organize printers in board-of-trade efforts to control prices on jobs, where each separate printer brings his job and his customer's name to the attention of his fellow printers, is by the posting of a heavy money forfeit. I have heard it said that a gentlemen's agreement can never be effective. And many are the tales which we have all heard of the multiplied instances where one printer has used unfairly information which was given to him in confidence. The same difficulties would probably arise if supply men seriously attempted organization work among themselves. This ought not to be the case. I have never known a case in which a man who betrayed the confidence given by his fellow printers has ever received sufficient compensation in dollars and cents to cover the loss of friends and the respect of his fellow printers. Such a man usually has the same spirit and usually the sad experiences of Judas who received the blessings and benediction of his Lord and then betrayed Him for thirty pieces of silver — a miserably small and insufficient amount for his cowardly betrayal. Let us remember that it is our duty and our privilege to keep the respect of each other by holding sacred our mutual confidences.

3. *It is our duty in the printing trade to frown down upon the reprehensible practices of the trade.* I presume the committee in charge has expected much to be said along this line. This is the subject that is usually avoided and the speaker has no intention of referring specifically to any methods that are reported to be in use among some printers and some supply men with their customers in obtaining trade. I really believe that in the majority of cases the reports of these abuses have been exaggerated. I am very glad to state that I believe I know beyond all peradventure that the methods of doing business in the printing trade, especially as related to the supply end, are much cleaner to-day than they ever have been before. I believe that there is a universal desire to eliminate all objectionable features. Happy is the man who in obtaining sales can retain his conscience with his fellow man and can expect and demand recognition as being honorable in all his dealings.

These three things, then, I believe, cover in a general way our duties to each other: the bearing of each other's burdens, the keeping sacred of each other's confidences, and the frowning down of all objectionable features that enter into the matter of sales.

Let me say in a closing word that no society is better fitted to promulgate or advance the rules of duty for the printing trade than this Ben Franklin society. Why not show to the world that the Ben Franklin Club has the original Ben Franklin spirit? It is not necessary for me to remind you how this boy was born way along in the line of a large number of children in his family, who in the very nature of things seemed doomed to a small life; who, as a matter of fact, as a young boy had a desire to be a sailor, but whose father compelled him to be a printer; who in spite of all things said to the contrary was never a man of remarkable talents or unusual brilliancy, but who by great industry and perseverance and by sheer force of good common sense and by cultivating a love for what was good and what was right, became one of the great world-leaders. His tremendous industry and energy, in spite of the fact that he was not a brilliant man, made him a great printer, a great scholar, the father of electrical science and one of the best informed men of his generation. His love for truth and right resulted in his becoming the author of maxims and sayings regarding the correct relationships of life which are second only in importance to the Holy Scriptures and indeed in great part are based upon them. While the Ben Franklin Club is teaching to the world the lessons of industry and efficiency and accuracy as regards business effort, let the Ben Franklin Club teach also to the printing world at large the grand lessons of duty, ethics and morals.

The speaker is glad to see in this large company to-night representatives of two of the great trade journals. The gentleman on my left — Mr. Chittick — represents the great INLAND PRINTER, a Chicago publication of which all Chicagoans are proud, and which is easily one of the greatest leaders of thought of all the journals of the printing trade throughout the world. I do not know of any other trade or industry that has a magazine to compare with it. I see also in this company a representative of the *Printing Trade News*, that live and newsy weekly publication of the printing industry. Other great journals may be represented in this company. This shows that the Ben Franklin Club has the ear and interest of these great teachers to the printing trade. They have already repeated to the world at large some of the lessons which you have thought out regarding the practical side of printing and the secrets of financial prosperity. Now let us use the friendly columns of these great trade journals to send ringing round the world the glad tidings that a new day of ethics and deportment is at hand for the printing trade.

AS SEEN BY AN ELECTROTYPER.

BY C. S. PARTRIDGE,
of Partridge & Anderson Company.

THE ethics of any trade or profession, as I understand it, mean the rules of conduct generally observed in their dealings with the public, their customers or clients and their competition or rivals. These rules of conduct may be in the form of a code universally recognized, as in the medical profession, or they may be in the form of unwritten laws which are the result of custom or habit.

The medical profession has a published code of ethics, a violation of which brings upon the culprit expulsion from the national societies. The physician who advertises is looked upon with suspicion, and it is considered unethical for physicians to charge less than a standard price for their services. It would also be considered unethical for a physician to make any charge for his services to a brother physician, and the law against knocking or criticizing a brother physician is strictly enforced. This code has been in existence for many years, and is universally observed by reputable physicians.

The printing trades, so far as I know, have no recognized rules of conduct. I believe it is not considered unethical for printers to underbid each other even to the extent of taking a job at a loss rather than see it get away. I have been told that printers are sometimes so anxious to secure a job that they will sell to the customers at cost, the paper and electrotypes involved, reserving nothing to themselves for their trouble of handling the material. I also understand that printers do not always make their own prices on their product, but allow the buyer in many instances to make the prices for them.

Now, these things would indicate that printers have no code of ethics governing their procedure in their relations to the buying public or each other, but I have been asked to

speak to you as an electrotyper, and it is presumably in the relationship of the printer to the electrotyper that you expect me to discover an ethical side. And here possibly a code of ethics, by which I mean conduct, is indicated by custom, which might be formulated and adopted as a recognized method of procedure. This code would be based, as I have said, on custom, and I believe would receive the necessary two-thirds vote to make its adoption certain. I have, therefore, prepared a code which I offer for your consideration, entitled:

CODE OF ETHICS GOVERNING THE RELATIONS OF PRINTERS AND ELECTROTYPERS.

First, when your form is ready for the proofreader, call up your electrotyper and demand an errand boy at once. In order to insure prompt action ask the electrotyper why in "hades" he hasn't sent that boy you asked for two hours ago. If the form isn't ready when the boy arrives, have him wait until the necessary corrections have been made. The electrotyper has a lot of errand boys whose time is of no value, and it is better that the boy should wait in your office an hour for a 25-cent job than that you should wait five minutes for him to get there.

When the job has been made ready, take a proof of it, if you need one for your own use, otherwise tie a string around the type and wrap it up in a newspaper and tell the boy what you want. If you should happen to send the proof with the job you might mark on it the number of electros required, but don't put your name on the proof, otherwise the boy would have nothing to remember — and memory is his long suit. Under no circumstances make out a formal requisition. It would cost you a sheet of paper and a minute's time, and besides it would be putting evidence in the electrotyper's hands which might be used against you in the event of a dispute. Never deliver a job to an electrotyper by your own errand boy, for in that case you could not collect damages from the electrotyper if the job should be pied en route.

Don't be particular about justification. The electrotyper will lock up your job — that's all he has to do; and if it costs more to lock it up than he gets for the electrotype, he will cheerfully charge it up to profit and loss.

If he pulls a type in molding and gets it back wrong side up, don't pay any attention to it until the job has been run off the press; then try to make him pay for seventy-five reams of paper and the presswork. Of course it is up to him to see that the proofreading is O. K. before the job goes on the press, and if he transposes your type he will probably be willing to pay for a new edition. Anyway, he will donate the electro, which will help some.

Never fail to mark your order "Rush, to-day." Never mind if the electro isn't needed until next week; it is just as well to have it on hand, and besides, electrotypers are subject to attacks of nervous prostration, and an order marked "No hurry" might have serious consequences.

When an electrotyper fails to deliver the job at the hour and minute named by you, refuse to pay for it. It is immaterial whether he has made any promises in connection with the delivery. The fact that you had made the demand should be sufficient to hold him responsible.

If the job amounts to more than $1.75, send for four proprietors to figure on it. It is always advisable to send for the proprietor. Salesmen are often hampered by instructions, whereas the proprietor may cut the price without fear of a call-down. By carelessly intimating that you have a better price from the other fellow you may be able to save 15 cents on the job, which will pay your telephone bill, and you will have the satisfaction of feeling that you haven't been overcharged.

Don't pay the electrotyper's bill until all your other indebtedness has been liquidated. If you are firm you can probably stave it off sixty days, perhaps longer. Remember the electrotyper doesn't really need the money — he only asks for it from force of habit.

Always kick on the bill. If it has no other effect it will make the electrotyper careful in his charges; and don't fail to take advantage of your cash discount. While you are about it take off three per cent, particularly if the bill is sixty days old. The electrotyper will probably be so hungry by that time that he will not return your check, and every little bit helps.

Now, gentlemen, I realize that I have handled this very serious subject in a flippant, trivial and one-sided manner.

The subject of ethics deserves better treatment, but not being a printer myself, I am not familiar with their ideals and certainly not competent to speak for them. If my conception of the relationship between the printer and electrotyper seems to be somewhat exaggerated and grotesque and exceptional, you will pardon me when I say that it was intended only to call attention to a few abuses for which the electrotyper himself is to blame. I know of one electrotyping concern who will neither send for, deliver, nor lock up a job, and who allows no cash discount after ten days. It is needless to say that he owns the only foundry in his city, and it shows that while competition is fine business for the consumer, it has an opposite effect on the producer.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

TWO SHUT UP.

Restaurant Patron (enthusiastically) — "I am glad to see your baby has shut up, madam."

Mother — "Yes, sir. You are the only thing that's pleased him since he saw the animals eat at the Zoo." — *Puck.*

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

INSURING FULL PREPAYMENT OF FOREIGN POSTAGE.

To the Editor: CHICAGO, ILL., Oct. 3, 1912.

A helpful method in this office — the *Journal of the American Medical Association* — may be appreciated by some of your readers.

All stenographers and clerks are requested to use blue envelopes (supply of which is on hand) for all letters to those foreign countries to which special postage is required. On page 115 of your October issue you suggest that stenographers should "make proper notation on envelopes before sending them to the 'stamp girl.'" Our system is better, because the stenographer is not so likely to forget, and because the blue envelope is far more noticeable when it reaches the stamp clerk. This is especially true with the use of an electric sealing and stamping machine in large offices. When mail piles up at the end of the day and is put through one of these machines with such delightful rapidity, the blue envelopes are decided insurance against insufficient postage on foreign letters. Of course, any distinctive color may be chosen.

In view of the 2-cent rate to Germany, England, etc., it is also advantageous to distribute to stenographers copies of an explanatory schedule, such as the following:

LETTER POSTAGE RATES.

Two cents for each ounce or fraction thereof: United States, Guam, Philippine Islands, Territory Hawaii, Alaska, Cuba, Porto Rico, Canal Zone, Panama, England, Scotland, Ireland, Wales, Germany, Newfoundland, Canada, Mexico, Shanghai only in China.

To all other countries — 5 cents for one ounce and 3 cents for each additional ounce.

NOTE.— In case of haste, 5 cents on letters to Germany may save one to four days, as the 2-cent rate applies only to German boats.

Very truly yours,
JOURNAL AMERICAN MEDICAL ASSOCIATION,
By E. E. HYDE.

SIMPLIFIED SPELLING AND PRONUNCIATION.

To the Editor: ST. LOUIS, MO., Sept. 20, 1912.

In the September "Proofroom" department Mr. Teall replies to my recent letter on "Puerile Arguments Against Simplified Spelling." It would seem an almost hopeless case to argue with one who is apparently so "sot agin" betterments in spelling, but as he — in his endeavor to cast the epithet "puerile" back upon me — has given an unwarranted twist to a supposition I made, I find it necessary to take up the subject once more.

Perhaps I did not express it clearly enough for Mr. Teall's understanding, but others will surely not have gotten the impression that I charged the foreigners themselves with the faulty pronunciation of "program." As a possible cause, I surmised the blame upon the imitators of the foreigners. He says: "Foreigners would be much more likely to emphasize unduly the syllable in question [gram] than they would be to slur it." I agree with this, and therefore could blame only the foreigners' imitators, who slovenly change the *gram* to *grum*.

Yes, "puerile" does mean boyish, and I gave sufficient credit to the intelligence of your readers to believe it unnecessary to define it when I used the word, as I now do again — applying it to the twisting by my critic of what I said.

Apropos, Mr. Teall is not original in the idea of connecting the bad pronunciation of "program" with its simpler spelling. Nineteen years ago, at a meeting of language savants held in Chicago during the time of the World's Fair of 1893, when the shorter spelling of the word had scarcely begun its vogue, I heard some one ask if the pronunciation "progrum" was not due to the newer spelling. If the corrupted pronunciation had then already so wide a currency as to be the subject of speculative inquiry in such an assembly, its origin no doubt antedated by some time the shorter and sufficient spelling.

Mr. Teall cites teachers to bolster up an argument. Alas! how unfortunate it is that so many teachers know scarcely anything about orthoepy and teach still less. If they would become informed upon this subject, and then transmit something of what they have learned, we could hope that the rising generation would pronounce and enunciate better than the present one. I am not surprised that the teacher he specifically cited imagined the addition of *me* to "program" would effect a difference in pronunciation. It shows the average mental status of herself and her colleagues. If the word were spelled "prograchm" she would accept it unprotestingly.

Now as to the word "apricot." I shall take for my guidance the preference (which is for the pronunciation of *a* as in "April") expressed by ten dictionaries and by forty-five of the committee of fifty-seven savants to whom disputed points were referred by the editor of the Standard Dictionary, any one of whom, I take it, is the equal if not the superior of Mr. Teall in knowledge of language matters. He will have to give a better reason than the one he submits as a support for his dictum that the *a* should be sounded as in "apple." The reason he gives would also support a dictum that "April" should be pronounced as if spelled "Appril." It has been suggested to me that the objectionable pronunciation of "apricot" is due to its association with that other good fruit, the "apple," especially by the waitresses who place before you "appricot" pie when you ask for "apricot" pie, and who — if they do any thinking at all about it — class you as a pedant for using the dictionary's pronunciation.

It is not to be wondered at that the *hoi polloi* uses so

much bad pronunciation when the majority of public speakers, preachers and actors make no effort whatever to be correct in their speech. For instance, only recently I heard that popular preacher, Dr. F. W. Gunsaulus, of Chicago, all through his sermon say "becahs" (because). Surely he owes it to his hearers, as well as to his fame, to guard his orthoepy more carefully. And the other evening, in attending a performance of "The Garden of Allah," I noted that the chief actor invariably said "Gahd" (God); in fact, nearly all his *o's* (in got, not, lock, etc.) were *ah's*. It occurs to me that mayhap the objectionable "program" is due to some influential public speaker who was slovenly in his pronunciation. As an example of the influence of a prominent speaker's speech, it is told of Revivalist Moody that in his earlier talks he used "eether" and "neether" (either and neither), but after returning from a trip to England and Scotland he changed to "eyether" and "nyether." Immediately every convert of his who felt he had a call to carry a Bible around under his arm and preach followed him in his use of "eyether" and "nyether," and for this reason we now hear these pronunciations much more frequently than in the past.

Mr. Teall disclaims intending to be a systematizer or reformer of our system, or want of system, of word-compounding. Since he, like a lot of others, seems to find the word "reformer" so hateful, let us not disturb him in his designating himself or defining his work by any terms he chooses; but he should not try to persuade us that one who endeavors to change any chaotic condition into an orderly one may not be termed a reformer. For my part I even have the temerity to call that which Mr. Teall seeks to accomplish "simplified word-compounding," for if the result is what it really should be it will be that. If it does not make compounding simple, easy (and necessarily uniform), it will have no value whatever; in fact, it will make confusion worse confounded. I naturally wish success for any logical, well-considered and well-based system of word-compounding, be it the work of Mr. Teall or anybody else of equal or higher competency. Yet, no matter how good a work of this nature may be accomplished, it will meet a host of objectors and deriders, just as does the work of those who would bring order out of chaos in English spelling.

Perhaps Mr. Teall doesn't really hate simplified spelling after all. He opines that the simplifiers would accomplish more if some one had "devised any real simplification." That sounds as if there were hope for Mr. Teall. It is significant to note him saying: "The only possibility he [Mr. T.] can see in such cases is to use *z* for every *z* sound as in buzz and *s* for every *s* sound as in hiss." This is neither more nor less than what the spelling simplifiers want, so Mr. Teall and they are in perfect accord in this instance. Perhaps, if he would only admit it, he is in accordance with the simplifiers on other points as well. He is challenged to tell us more about his ideas regarding "real" simplification.

To conclude, if Mr. Teall in truth "does not wish to persuade any one either way as to personal preference or practice," why is it that he steadily poses as a discreditor of simplified spellings? If he really wishes to be impartial, let him either say nothing at all or say a good word for them as often as he does a bad one. N. J. WERNER.

NOT NEEDED.

"Now they are trying to make the cactus edible."

"I don't think we need a vegetable shad." — *Washington Herald.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE recently deceased Mr. Benjamin Howard Mander, of the firm of Mander Brothers, inkmakers, of London, left an estate valued at £299,030 ($1,454,780). This would indicate that there is still some money to be made in manufacturing printing-inks.

THE London *Times*, which began, January 1, 1785, as the London *Daily Universal Register*, on September 10 reached its forty thousandth number, of which it made a special issue of forty-four pages, of which a large part was devoted to a history of newspapers, and especially of the *Times*.

NEWSPAPER publishing on board of transatlantic liners seems to be progressing. An enlargement of the *Cunard Daily Bulletin* is announced. On recent trips of the steamship Lusitania this journal appeared daily with sixteen pages, containing Marconi dispatches covering all the important news events throughout the world.

A PHOTOGRAPHIC glass negative plate having a half-tone screen on the reverse side has been patented by an inventor at Lynmouth. After the exposure of the negative, through this screen, the latter is easily wiped off before one proceeds with the development of the subject, after which the negative is to be used for producing a metal half-tone plate.

SOME excitement was recently caused in Sheffield by the entrance of a bullock into the printing works of the *Independent*. It turned into the timekeeper's office, where a gate in the rear gave way and precipitated the animal down a flight of stairs into the pressroom. Here it upset ink-drums, damaged paper-reels, and was in danger of wrecking much machinery. Luckily it reached the stairs again, climbed them and passed out into the street.

THE London Society of Compositors, whose exchequer suffered considerable depletion last year because of the strike for a shorter work week, strengthened its position during the first half of this year to the extent of $10,000. This was not brought about without a considerable sacrifice on the part of its members, who have loyally abided by the decision to continue the weekly levy of 1½ shillings (36 cents), which is now reduced to 1 shilling (24 cents).

THE well-known London *Sporting Times* has long used pink paper and thereby gained for itself the nickname "The Pink 'Un." A newly started sporting journal, *Town Topics*, has also adopted pink paper, and now the *Sporting Times* is asking the courts to enjoin its new competitor from using this color of paper, on the grounds of unfair competition and infringement of copyright. Up to the moment of writing this item no judicial opinion has been rendered.

GERMANY.

THE machinery house of A. Gutberlet, at Leipsic, recently completed its one thousandth folding machine.

THE entrance of the new building for the state library at Wiesbaden will be ornamented by a statue of Gutenberg, 2½ meters in height and designed by Sculptor Bierbrauer.

THE German postoffice department has discontinued the practice of admitting advertisements in its stamp-booklets, the medium proving to be not so popular as was expected.

THE officials at a customs station in Saxony lately detected a novel container for small smuggled articles. This had outwardly the appearance of the official railway

time-table book, but was in reality, with the exception of a few time-table pages at the front, a pasteboard box measuring 15½ by 10½ by 3½ centimeters inside.

THE International Printers' Congress held its sixth meeting in Stuttgart, August 12 to 16. Seventeen national organizations sent twenty delegates, who represented over one hundred and thirty thousand members.

THE Augsburg *Abendzeitung*, whose origin dates back to 1627, on September 1 removed its publication office and plant to Munich. It paid all the expenses incurred by its employees in their removal from Augsburg to Munich.

ACCORDING to H. Herz, manager of a prominent concern in the trade, Germany has 61 wall-paper factories, England, 42; Russia, 28; France, 18; Italy, 15; Spain, 11; Belgium, 11; Sweden and Norway, 10; Portugal, 7; Denmark, 6; and Austria-Hungary but 3.

THE first volume of the familiar "Grimm's Fairy Tales" was published (in German) one hundred years ago. They were not original with the Grimm brothers, who spent much time and effort in gathering them from the oral story-tellers and preserved them, to delight millions of youngsters.

ON the occasion of the Emperor's recent visit to Switzerland, the Berlin *Lokal-Anzeiger* arranged for the use of Dr. Korn's apparatus for sending to it pictures made of the Emperor's receptions at Basle and Zurich. The photographs were made at these places and taken by rail to Strasburg, where a temporary sending station had been installed, from which they were transmitted over the telegraph wires to Berlin. Praiseworthy results are said to have been achieved.

FRANCE.

A FORTNIGHTLY publication, under the title *Feuille littéraire*, appears at Paris, which gives in each issue — costing but 10 centimes (2 cents) — the complete text of a novel which usually sells from 1 to 3 francs.

THE noted Beaudoire typefoundry at Paris has suspended business.

AN international congress of the technical press was held at Paris, October 27 to 31, in the halls of the Cercle de la Librairiè.

AN official order has been promulgated, at the instance of the ministries of the interior, of agriculture and of commerce prohibiting the use, in the wrapping of bread, fruits and foodstuffs, of paper which has been written or printed upon, or which has been colored or coated with substances likely to have a deleterious effect on edibles.

THE following account of an esthetic funeral notice may call for a voucher as to its truth, but being interesting it is given as we receive it: An aristocrat renowned in Parisian literary and art circles for his superestheticism lost a brother through death. The announcements respecting this event, sent to those interested, were in truth superior examples of cultivated taste and artistic composition. The most striking feature, however, was the fact that, instead of the usual 5-centime (1-cent) stamps, 5-franc ($1) stamps were placed on the envelopes for mailing. An astonished recipient of one of these asked of the sender (the said aristocrat) the reason for so much ostentation in the payment of postage. The latter replied that the discordance between the tint of the paper, the mourning border and the crass color of the 5-centime stamp was so repugnant to his esthetic taste that he was constrained to choose a stamp of another color; comparisons made by him had shown that only the delicate purplish red of the 5-franc stamp would effect a beautiful and artistic harmony with the envelope.

AFRICA.

THE *Gelsenkirchner Zeitung* gives this interesting information: "The natives of Baganda (Uganda) are among the most intelligent and civilizable of the negro races. For many years Catholic missionaries have taken their teachability into consideration. Hence a printing-office came to be established at Bukalassa, under the direction of a church brother with a number of natives as apprentices. At first there was only a small hand press of the most primitive sort, which might easily have been confounded with a waffle-iron. However, a goodly number of useful productions emanated from this print-shop, such as primers, a small grammar, an elementary geography, arithmetics, etc. In 1906 a larger press was obtained, which had passed its best existence in North Africa. But this was soon found inadequate and a treadle press was next acquired. With this one could satisfy the demand of those who had a more cultivated typographic taste. A prayer-book in the Rungoro language was next printed. The first edition was of 2,000 copies; the second 3,500. A 200-page book of religious reflection and devotion followed, then a Ruganda grammar, a ceremonial-book and a series of catechisms, readers, history of the saints, etc. Then the office ventured to print a more pretentious work, a Latin-Ruganda dictionary of 650 double-column pages, which was issued in August, 1911. In the meantime a pressing want for a periodical — either monthly or weekly — had made itself felt. Hence there appeared in January, 1911, a monthly, *Munno* (Your Friend), with sixteen pages of ordinary reading and eight pages of devotional matter. The success of this showed how necessary it was. Even before its issue six hundred subscribers offered themselves; after its appearance there were twelve hundred, and a few months later two thousand."

CHINA.

AT Bangkok, Siam, there are three English, one Siamese and one Chinese newspaper offices, also four Siamese and numerous small Chinese job-printing offices, and an American mission press, which prints seven to eight million pages annually. The printing machinery used in Siam is mostly of a primitive type, but as labor is quite cheap in this country modern labor-saving machinery is not likely to come into extensive use. The present wages of a job compositor are about $28.50 a month and a feeder earns $10 to $16 a month. Siamese type is for the most part made locally, but some for the American press comes from the United States. The paper, to the value of about $230,000 yearly, comes chiefly from Great Britain and its dependencies. The import duty on printing machinery and supplies is three per cent ad valorem.

SWEDEN.

FOREIGNERS are not as a rule permitted to run printing-offices in Sweden, as a Russian recently found out, who had announced his intention of starting a printing business in Stockholm. The courts have decided that, according to the present laws, "every Swedish man" has a right to operate a printing-office, while foreigners must obtain a royal concession before being permitted to do so.

HUNGARY.

HUNGARIAN proofreaders are endeavoring to bring about a uniform system of spelling their language, patterned after Dr. Duden's successful efforts in the simplification of German spelling.

ART IN TYPOGRAPHY.

BY F. J. TREZISE,
Chief Instructor in the I. T. U. Course of Instruction in Printing.

Introduction to an address illustrated with stereopticon views and diagrams delivered before the Fourth International Congress for the Promotion of Art Education and Art in Relation to the Industries, at Dresden, Germany, August 12-18, 1912.

PERHAPS no one of the trades to-day offers a better field for a demonstration of the application of art to industry than does printing. Not only does the nature of the industry render it particularly susceptible to the influences of art training, but conditions in the trade are such that this training is in keeping with its best tradition, and is now an absolute necessity, what is known as the "art preservative of all arts" having departed from the traditions and customs which prevailed at its inception.

Born, practically full-fledged, in a period marked by a high state of craftsmanship, printing was from the very beginning a well-advanced art. The change from the written book to the printed book was sudden and complete, and the fact that the early printers copied as closely as possible the work of the written books resulted in a perfection that has since been unequaled. With the best achievements of the calligrapher as models, and an intimate association with artists, the printer brought into type high standards concerning letter forms and their application. The early printers, following the traditions and examples of the past, and making their own types, adhered closely to the underlying principles of design and color and to the correct letter forms. When, however, the founding of types became a business separate from that of the actual printing, the decline from the ideals of the early printers began, and continued, until for many years the founding of types has been a thoroughly commercialized institution.

As for the printer himself, he has drifted away from all consideration of and appreciation for beauty in letter forms. Although the individual letters may be designated as the actual tools with which he builds up his typographical designs, he knows in reality but little regarding them. He can not but have noticed that the roman capitals, for instance, are composed of light and heavy elements, but as to the distribution of these elements and the reasons therefor, he knows practically nothing — and, in fact, the average printer would be unable to draw roughly an alphabet and indicate successfully which of the lines should be heavy and which of them should be light.

In addition to this, conditions in the modern printing plant do not tend to make finished craftsmen of the apprentices. The boy does not have the opportunity thoroughly to learn the trade. It is an age of specialists, and it is not long before the beginner who develops an especial aptitude for a certain class of work finds himself doing that one thing and nothing more, and he finishes his years of apprenticeship highly skilled in one particular branch of the work but with very little understanding of his trade in its various departments. This is the fault of no one in particular — it is simply a condition growing out of modern methods of specialization. The foreman of the plant is too busy to bother with the boy other than to keep him at the work at which he can produce the greatest results. It is far more easy and comfortable to let some one else educate the apprentices and then take them after they have been developed. The ultimate result of this system, however, is a dearth of men who are what may be termed "all-around" workmen, and soon arises an insistent demand for this class of men which can not be met.

Such has been the case in the United States, and to remedy these conditions various trade schools have been established and conducted with more or less success. However, it was not until the journeymen printers themselves came to a realization of existing conditions and set about remedying them that results in a large way were possible. Given an organization of nearly sixty thousand men convinced of the necessity for a broader education in their craft, and results are assured.

At the 1907 convention of the International Typographical Union of North America one of the speakers suggested that if the organization expected to preserve its prestige in the future it must educate its members to a higher standard of efficiency, and introduced a resolution calling for an appropriation for supplemental education.

His proposition was more or less unique in the light of popular ideas of trade organization.

He contended that the future of the organization lay not in numerical strength, nor in the fulness of its treasury, but in the superiority of its men.

He also contended that the learning of the trade in the average shop was not conducive to this superiority — that it must be gained by some manner of education — supplementary to the regular shop practice.

The resolution was passed and a commission appointed to devise ways and means.

Then came the question of how to impart this instruction — how to reach those interested. Inasmuch as it was necessary to reach a body of men and boys scattered over the entire continent and working in small, as well as in the most pretentious, offices, it was necessary that the commission adopt or devise a system of education that would reach and prove beneficial to the most expert in the metropolitan office, as well as to the most inexperienced working in an out-of-the-way town with a few hundred inhabitants and one printing-office.

The only course open seemed to be that of supplying the information by correspondence — a method that has not always appeared in the most favorable light and one against which there has been much prejudice — some of it just. Inasmuch, however, as this was not an endeavor to teach men a trade, but to give to them, in a course of supplementary education, an insight into the principles upon which the artistic side of their craft rested, it could not be classed with the ordinary correspondence course. There is a vast difference between taking John Smith, a printer, and making of him a civil engineer by correspondence, and taking the same John Smith, printer, and teaching him things that he doesn't know about his own trade. In the latter case the shop practice and the mechanical parts of the trade are furnished in his daily work; what he needs is the theoretical, and this is imparted by correspondence fully as satisfactorily as in class work. In fact, the instruction becomes, if anything, more individual, as the instructor when criticizing the work of the student is not concerned with class averages, nor in fact with anything other than the standing and necessities of the student whose work he is passing upon.

Inasmuch, then, as THE INLAND PRINTER, having been experimenting for several years with various systems of education for the printer, had in preparation at this time a course of instruction to be given by correspondence, it was but natural that an arrangement was effected whereby the International Union and THE INLAND PRINTER should work together, the Inland Printer Technical School furnishing the instruction. The cost to the student of this instruc-

tion, including the necessary drawing outfit, etc., is $23 cash or $25 if taken on the instalment plan.

The policy of the Typographical Union toward the I. T. U. Course of Instruction in Printing is a liberal one. The international organization pays for all of the promotional expenses, and, as a special inducement, offers a rebate of one-fifth the tuition fee to each student who completes the work. This is supplemented in some cities by an additional $5 given by the local union, and some employers, desiring to encourage as far as possible this spirit of study, augment it with still another rebate of $5. This makes it possible for the students in some cities to secure the course for $8 by taking advantage of the various rebates.

An interesting feature in connection with this work is the fact that some of the local organizations are compelling each apprentice to take the course before giving him a journeyman's card, and in Chicago, the home of the course, the last agreement between the Chicago Typographical Union and the Employing Printers' Association contained a clause to this effect, thus indicating an appreciation, both by employer and employee, of the advantages of and necessity for a broader training than is to be had by the boy in the shop.

Now as to results: In the first place, the knowledge of the principles of design upon which rests the artistic excellence of his craftsmanship gives the workman confidence. Without this knowledge he is not sure of his ground, no matter how clever he may be, and how correct may be his natural taste. He is very much like the painter without a definite knowledge of pictorial composition. He may be a "natural born artist," but when it comes to getting results the value of a definite training is apparent. And it is in this that the economic side of the question is served. The printer who works according to his natural instinct and an indefinite training naturally can not grasp the problems as quickly and decisively or as thoroughly as the one who works with a full understanding of the principles underlying the problem in hand.

Next comes a consideration of what many would term the tangible results of this instruction. However much we may desire a condition in which art for art's sake is the paramount issue, we must admit that in trade education the financial feature is important. When we touch the question of earning capacity we touch a vital spot, and the query "What is there in it for me?" is always before us.

Our students and graduates have two points of advantage in dealing with their employers regarding wages. As a result of their study they show a manifest improvement in the appearance of their work, and as a result of knowing how to plan their work, without undue experiment and change, they become more efficient. Either one or both of these features will appeal to the good business man, and increased wages are the result. These increases, of course, vary, and in one case a graduate has received an increase of eighty per cent in his income without any increase of responsibility.

The instruction is not confined to America. We now have students in Australia, South Africa, Central America, China, England, France, India, New Zealand, Porto Rico, Canada, Ireland, Scotland, Philippine Islands and Mexico. Some of these foreign students are teachers in schools of printing, and the Government School of Printing in New South Wales has adopted our system, using practically the same text matter.

QUALIFIED.

Uncle Ed.— "Why, Johnnie, you don't swear, do you?"

Johnnie — "No. I don't swear, but I know all the words." — *Judge.*

"B. L. T." PICKUPS.

WHY, MAUDIE!

The first oil painting ever made of Maude Adams not in costume has been placed in the lobby of the Empire theater. — *The Billboard.*

THE HELPFUL COMPOSITOR.

"We gained her confidence and learned that her mother desired her to marry a mani uuycm cmm her to marry a man she did not love," she said, "We are now trying to straighten out the matter."— *Detroit Free Press.*

THE WOODS ARE FULL OF 'EM.

Wanted — Two amateur ladies. Call quick. Commercia hotel.— *Chicago Daily News.*

WELL, WE'LL BITE. WHAT DID HE BREAK?

Edwardsville — Dr. Peter Weidman, 82 years old, fell downstairs with a water pitcher in his hand and did not break the pitcher.— *Illinois State Journal.*

WHATE'ER THAT IS.

Wanted — Dish washer and panty woman. Niagara hotel.— *Peoria Star.*

NOT KNOCKING AMIGO HUSBAND.

When Mrs. Barnhart saw that her husband was not killed, she collapsed.— *Laporte Argus-Bulletin.*

LOOKING BACK.

"On the other hand," contribs Pat, "the story is told of a young lady from the north who, seeing a fig tree for the first time, exclaimed: 'Why, I always thought fig leaves were larger than that!'" — *B. L. T.*

SO MUCH OF IT IS.

Wanted — To rent furnished apartment or two connecting rooms with board or near board.— *Oak Park Oak Leaves.*

WHAT A LOT OF RAIN WE HAVE BEEN HAVING!

In Friday's paper an erroneous item, stating that Mr. and Mrs. Charles Brown, of Montrose, were the parents of a new baby boy was printed. Mr. and Mrs. Brown were married in May and are under the impression that some one has been "small enough" to wilfully have published an untruth about them.— *Keokuk Constitution-Democrat.*

SOAK 'EM, COLONEL!

The colonel joined the issue squarely with Governor Wilson, taking as his text the Democratic candidate's speech yesterday at Buffalo. He delivered his Xpas etaoin shrdlu cmfwyp vbgkqj ffi Illinois.— *Illinois State Register.*

AN ODD COMPLAINT.

Miss O'Dwyer has been bothered with a garter for some time past, and she is taking this operation in hopes that she will be cured.— *Erie (Kan.) Record.*

ONLY A COUPLE OF OTHERS IN THE TUB.

Greenwood av.— To rent — Large, light, handsomely furn. room; priv. fam.; almost priv. bath.— *Chicago Tribune.*

TWO PERFECT LADIES.

The bride is a refined young lady of culture as is also Mr. Smith.— *Pierre (S. D.) Messenger.*

ZERO IN BARGAINS.

For Sale — One mowing machine, nearly new but not worth a dam. R. M. Person.— *Charlotte Observer.*

—*Line-o'-Type or Two, Chicago Tribune.*

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXIV.— BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Results of the Title-page Contest for Apprentices.

Our title-page contest for apprentices closed on September 16, with 107 entries, submitted by 75 contestants. Twenty-two States of the Union were represented. Eleven entries were sent in from Canada, one from Honolulu, Hawaii, and one from England.

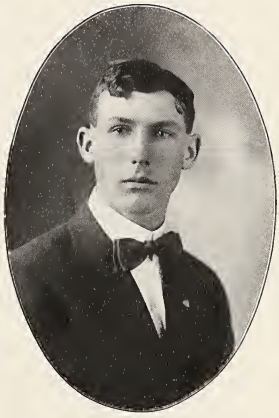
This is the most successful contest we have conducted, and it is gratifying to see with what interest apprentices enter into the spirit of the work. Each contestant receives a complete set of the specimens submitted, and through a study of the many arrangements he is sure to derive a great deal of good. He will absorb many interesting suggestions for type and panel arrangements.



F. ALBERT MARSCHALL,
First place.



SIGMUND N. GLASSMAN,
Second place.



CLYDE MARQUIS,
Third place.

The judges of this contest found it rather hard to choose the winners, but after careful deliberation and knowing that a title-page of this kind should be handled in rather a formal manner, they decided the following contestants are entitled to the winning places in the order named:

First Place — F. Albert Marschall, a student in the State Trade School, Bridgeport, Connecticut.

Second Place — Sigmund N. Glassman, with P. F. Pettibone & Co., Chicago, Illinois.

Third Place — Clyde Marquis, Bozeman, Montana.

F. ALBERT MARSCHALL was one of the first apprentices to enter the printing department of the State Trade School, of Bridgeport, Connecticut, which was organized in 1910. After learning the primary steps in typesetting he was taught how to set up motto-cards, business-cards, tickets and other simple jobs; also being taught how to lock up a job, put it on the press, make it ready and run it off.

In connection with his shopwork he studies estimating, grammar, proofreading, colorwork, layout work and designing, and is now able to handle more complex typesetting.

He is at present editor-in-chief of *The Artisan*, the State Trade School's monthly publication. All the work on this paper is gotten out in the printing department, and it has given him many good and useful ideas about handling printing.

The State Trade School boasts of a library of up-to-date printing magazines, "among which we find THE INLAND PRINTER to be of much help to us, as it is full of live and up-to-date ideas and methods."

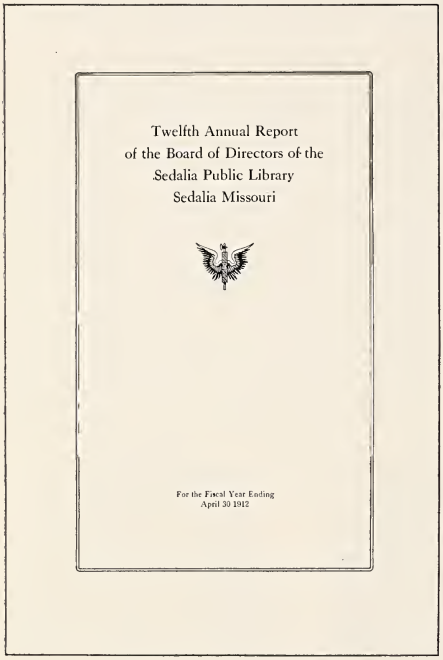
Albert entered the school at the age of fifteen years and his success in this contest is due to the thorough teachings of Instructor Charles S. Newman.

SIGMUND N. GLASSMAN

has been employed for nearly five years with the firm of P. F. Pettibone & Co. He has had a varied experience in the composing-room and will no doubt finish his apprenticeship an excellent workman.

CLYDE MARQUIS

began "serving his time" in 1908 at the age of fifteen years. He has held down several jobs since that time, doing



First Place — F. Albert Marschall.

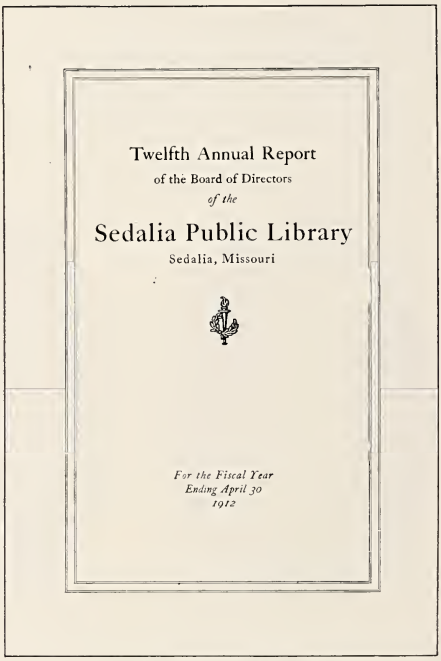
presswork and bindery work as well as job and ad. composition. He is now employed by Detrick the Printer. Clyde is an enthusiastic and energetic student of the I. T. U. Course, and one of its boosters.

* * *

The winning specimens are reproduced herewith. On the next two pages are a few very interesting arrangements, submitted by other contestants.

Following is a complete list of names of the contestants who entered in this title-page contest:

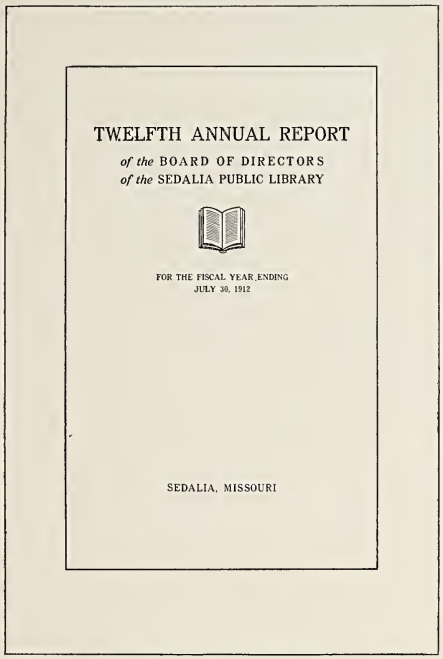
BASAR, MICHAEL, with the Beacon Press, Omaha, Nebraska.
BECKWITH, LOUIS M., with the Colonist Printing & Publishing Company, Victoria, B. C., Canada.
BEVANS, JOHN T., with the State Publishing Company, Helena, Montana (2).
BURKE, ROBERT E., with the Myers Printing Company, Pittsburgh, Pennsylvania (2).
CASHION, LEO, with the *Post-Star*, Glens Falls, New York.
CASTLE, RAY N., with the Greeley *Tribune*, Greeley, Colorado.
CAVANAGH, EMILE J., with the *North Side News*, Bronx, New York.
DAHL, CLARENCE J., with the Myersdale *Commercial*, Meyersdale, Pennsylvania.
DAVIDSON, SAMUEL, with the Oxford-Print, Boston, Massachusetts.
DESCHAMPS, PHILIPPE, with the Le Courrier de Salem Publishing Company, Salem, Massachusetts.
ECK, MICHAEL, with the Acme Printing Company, Cleveland, Ohio.
FORREST, FRED, with the Curtiss-Way Company, Meriden, Connecticut.
GEHRIG, AUGUST, with the Lamoille Publishing Company, Hyde Park, Vermont.
GLASSMAN, SIGMUND N., with P. F. Pettibone & Co., Chicago, Illinois (2).
GOMES, AUGUST P., with the *Star-Bulletin*, Honolulu, Hawaii.
GRUBER, CARL E., with the Joseph Betz Printing Company, East Liverpool, Ohio (2).
HAMMER, CARL G., with the *Daily Missoulian*, Missoula, Montana (2).
HARRIS, LYNN, with the *Leader-Press*, Frederick, Oklahoma (2).
HERBER, A. C., with the Cheltenham Press, St. Louis, Missouri.
HERBST, EDWIN, with the New York Juvenile Asylum, Chauncey, New York.
HIBNES, GEORGE, Los Angeles, California.
HOLMAN, J. GLENN, with the A. B. Doerty Printery, Findlay, Ohio (3).
HOUGH, JIMMY, with Beattie's Printery, Nanaimo, B. C., Canada.
JAMISON, GEORGE W., with the Coffeyville *Daily Journal*, Coffeyville, Kansas (2).
JASTER, EMIL, with the Samuel Dodsworth Book Company, Leavenworth, Kansas (2).
JOHNSON, LOUIS L., with the New York Juvenile Asylum, Chauncey, New York.
KEEP, JACK, Coronado, California.



Second Place — Sigmund N. Glassman.

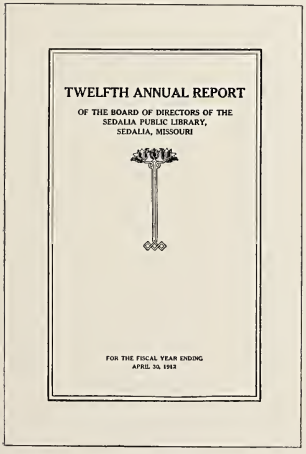
KEIDEL, JOSEPH J., with the Commercial Press Company, Racine, Wisconsin.
KENDALL, OPCES V., with the Cargill Company, Grand Rapids, Michigan.
LA BEAU, ALFRED J., with J. J. Connors, Saranac Lake, New York.
LAMOUR, JULIEN F., with the Wabash Baking Powder Company, Wabash, Indiana.
LANGENHEIM, HERMAN A., with George Brothers, Lincoln, Nebraska (2).
LEVY, THEO., with Davis' Union Printery, New York city (2).

LIDDY, HARRY, with the State Printing-office, Harrisburg, Pennsylvania.
LINDEMAN, C. H., with the Braithwaite Company, Chicago, Illinois (2).

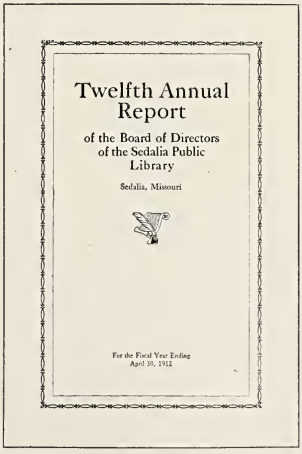


Third Place — Clyde Marquis.

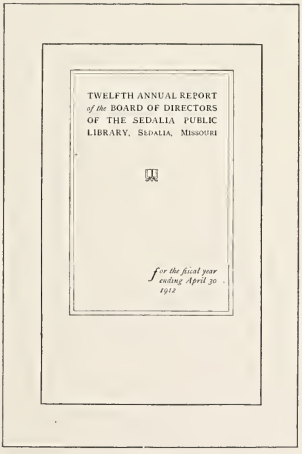
MARKER, CLIFFORD B., with the Jefferson Printing Company, Springfield, Illinois (2).
MARQUIS, CLYDE, Bozeman, Montana (2).
MARSCHALL, F. ALBERT, student in the State Trade School, Bridgeport, Connecticut.
MARTIN, HENRY J., with the Sterling Press, Montreal, P. Q., Canada.
MAYER, SAMUEL, with S. T. Aston & Son, New York city (2).
McALEVEY, WILLIAM, with the New York Juvenile Asylum, Chauncey, New York.
McCALLUM, J. M., with the Armstrong *Advertiser*, Armstrong, B. C., Canada.
McCRAW, WILLIAM M., with McCraw the Printer, Dallas, Texas.
McEWEN, ARTHUR L., with Alex Abraham, Stratford, Ont., Canada (2).
METZ, WILLIAM, with Smith & Thomson, New York city.
MITCHELL, R. R., with the *Advocate-Press*, Greensboro, North Carolina (2).
MOORE, RAYMOND, with B. J. Cannon, printer, Milwaukee, Wisconsin (2).
MOORE, HARRY T., with the Morrill Press, Fulton, New York (7).
OGDEN, CARROLL F., with the Corwin Printing Company, Los Angeles, California.
OLSON, EDWARD A., student in the State Trade School, Bridgeport, Connecticut.
PALMER, ARTHUR L., with the Equity Publishing Company, Indianapolis, Indiana (2).
PAVELY, FREDERICK J., JR., with the Andrew Jergens Company, Cincinnati, Ohio.
PIKE, SYDNEY G., with the Paragon Press, Chicago, Illinois (2).
PLUMMER, ROBERT, with the Cheltenham-Aetna Press, Indianapolis, Indiana.
PREO, RICHARD A., with the New York Juvenile Asylum, Chauncey, New York.
REED, ELMER N., with the White Advertising Bureau, Incorporated, Seattle, Washington (2).
REEVES, RALPH F., with the Fort Hill Press, Boston, Massachusetts.
ROBINSON, M. F., with the Times Publishing Company, Batavia, New York.
ROE, CHARLES A., with the *Despatch*, Campbellford, Ont., Canada.
RUBIN, HYMAN, with Powers & Powers, Troy, New York.
SCHMIDT, MAX, with the Benedictine Press, Mount Angel, Oregon.
SCHMITT, LEONARD F., with Osborn, Skelley & Gorman, Davenport, Iowa.
SCHULTZ, PAUL, with the Standard Publishing Company, Anaconda, Montana.
SMITH, HARRY, with the St. Clair *Republican*, St. Clair, Michigan.
STEUERMAN, DAVID, with the J. C. & W. E. Powers Print, New York city (2).
STEWART, ROBERT J., with the *Daily Herald*, Nanaimo, B. C., Canada (2).
THOMPSON, JO E., with the *Republic*, Junction City, Kansas.
TIPPING, HERBERT, with the *Record*, Mill Valley, California.
VAN HORN, A., with John Frederic, printer, Denver, Colorado (2).
VOJIR, JOSEPH A., with the Colonial Press, Omaha, Nebraska (2).



Philippe Deschamps.



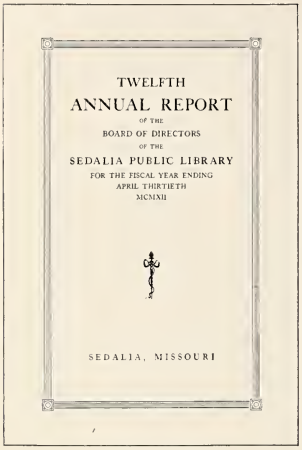
Carl G. Hammer.



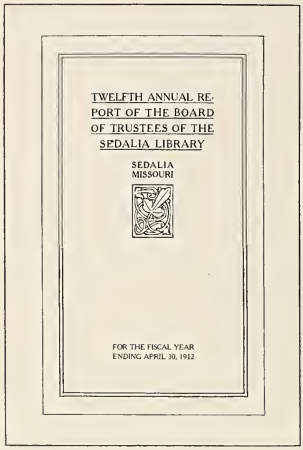
Ralph F. Reeves.

WARDELL, J. NORMAN, with the Phoenix Press, Stockton-on-Tees, England.
WESTERMEIER, ALBERT, with R. H. Connor & Co., Buffalo, New York.
WILLIAMS, P. G., with the Edmonton Printing & Publishing Company, Edmonton, Alta., Canada.

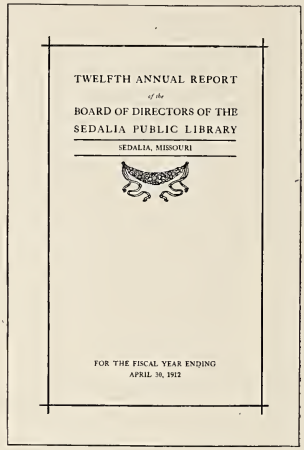
wanted ten-point en quads. Similar interrogations were kept up at intervals during the entire progress of this "rush" job. At the expiration of the half hour the job was scarcely half completed. When the customer called, it was not ready, and, not being in a position to wait longer, left



Harry T. Moore.



Raymond Moore.



Herman A. Langenheim.

WINKLER, HERMAN, student in the State Trade School, Bridgeport, Connecticut.
YOUNG, ARTHUR, with Lyon & James, Limited, Toronto, Ont., Canada.

Written for THE INLAND PRINTER.

IS NOT "CLOSE DISTRIBUTION" ESSENTIAL TO THE UP-TO-DATE PRINTING-OFFICE?

BY EM DASH.

ACCORDING to the opinion of the writer it is necessary to keep the type closely distributed in order to keep a printing-office in its efficiency. With our experience of six years in one job-office, this fact is more apparent now than ever before. In that time we have worked under a half-dozen different foremen, and can truthfully state that but one out of that number ever seemed to realize that it was necessary to distribute type — at least, they never demanded it. We can prove that our judgment is supreme, when referring to the heading of these lines. If type is permitted to lay about the "banks" and on galleys, when the time comes to get out a "rush" job failure will result. We can call to mind a certain office where the men seemed to be setting type with tweezers. Instead of picking up a line and throwing it in the case they jabbed their tweezers into it and secured the letter they were in search of. We also remember in this same office, during a period when the banks and standing galleys were loaded down with "dead" type, a "rush" job came in — promised by the proprietor of the plant in half an hour. There were three compositors, all of whom took part in getting out the "rush." In a few moments one of the swifts was heard to say: "Where can I find four capital T's of eight-point Litho?" Another: "I want five lower-case l's, Jansen italic"; and the third the office and job likewise — disgusted with our service (?). This, of course, humiliated the owner of the office, and upon immediate investigation, he found the actual cause for the disappointment of the aforesaid customer was not incompetent printers, but simply because the type was not in the cases. After this the proprietor gathered up all the tweezers, and demanded that all "dead" type be at once distributed, and that no more setting of type with tweezers would be permitted.

Not only had it crippled the office in the production of "rush" work, but eventually the faces of the type would be so mutilated from the excessive use of tweezers that in a short time it could not be used in first-class work.

From that day on the type was closely distributed, and when a "rush" job came in it was always gotten out on the promised time. To-day that same office has plenty of empty space on its standing bank, and a sufficiency of empty galleys in case of emergency.

This same office is now complete in many other lines, the presses are kept clean, the floor swept every day, the sanitary conditions looked after, and, what is more, the type is kept in the cases — barring, of course, a few live jobs that are found in all job-offices from time to time. In all probability had not the customer referred to been disappointed, this same routine would have been kept up to-day, and in such cases it is oftentimes a difficult matter for a man in charge clearly to prove to a proprietor the cause for not producing proper results at the end of each day. The "tweezer compositor" is not in his element in that office any longer.

We are confident that every up-to-date jobber will substantiate us in this opinion.

Keep your "dead" type in the cases, and you will always be in shape to produce good results. Otherwise, you never will.

To All Roycrofters:

IF you have a saving bee, it is to your interest to use the benefits of a bank-account with Elbert Hubbard — Banker.

Interest at the rate of 4% per annum, figured and added to the account every three months, is a better rate than any bank pays, that I know of. Your account is always subject to check and can be drawn out by you at any time. It is a good policy to pay your bills by check, thus getting a double receipt. It gives you a standing among business houses and shows you are modern in your methods.

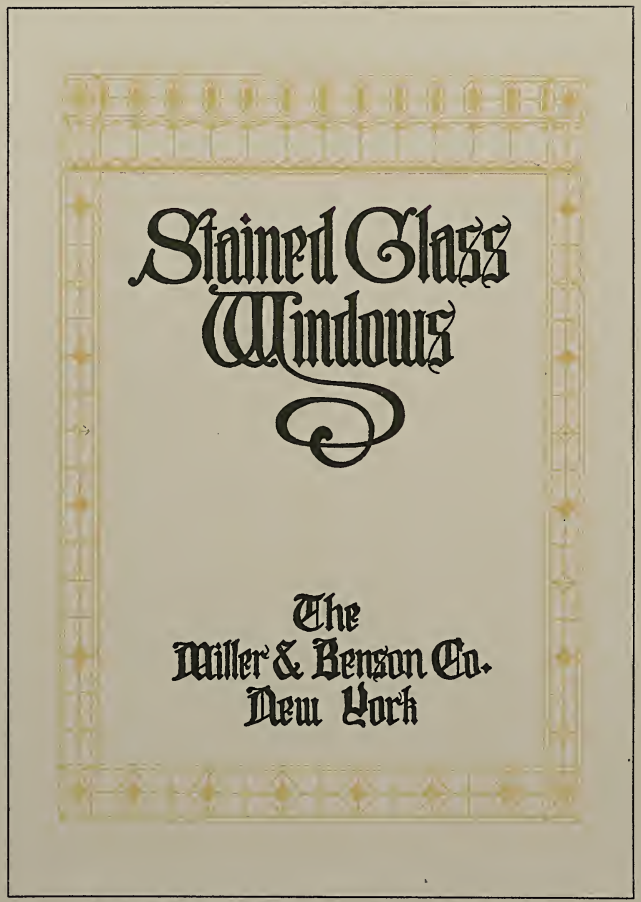
April 1st is the beginning of a new quarter, and money on deposit then will draw interest if left in the bank till July 1st — just three months. But if you wish to deposit some money and will do it on or before the 5th we will figure interest on it as from the 1st. If you have no account now, why not start one at once? The savings habit will give you a feeling of independence.

Ask me any questions you care to, at any time, as I will be glad to explain points that are not quite clear to you

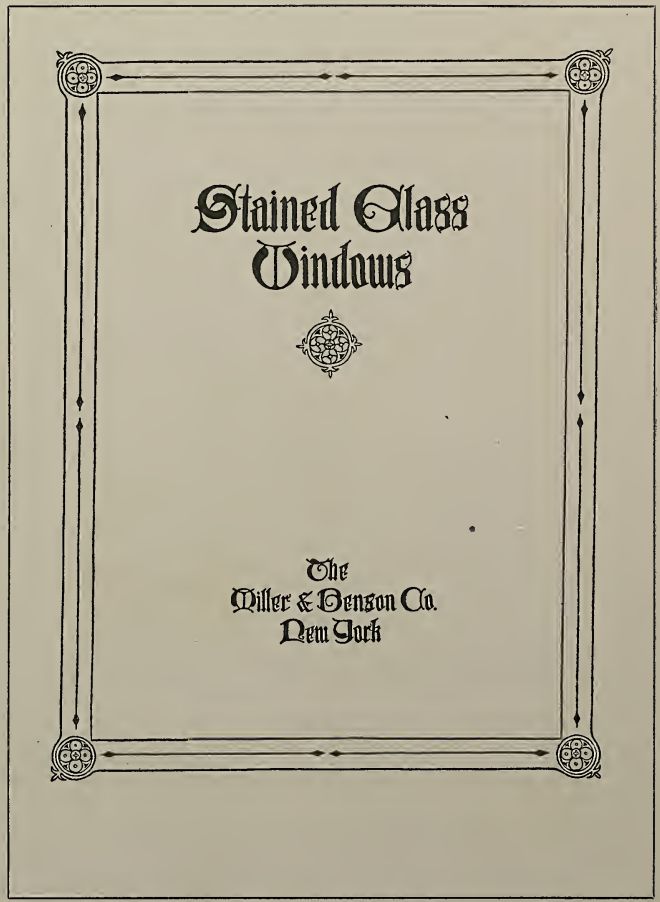
Very sincerely,

Elbert Hubbard II

Page by Axel Edw. Sahlin, East Aurora, New York.
(See Job Composition Department.)



By John T. Ruggaber, Philadelphia, Pennsylvania, an I. T. U. student.



By W. E. Hurlston, of Sydney, New South Wales, an I. T. U. student.

Greetings:

from

SAMUEL C. DUFF

WHOLESALE DEALER
IN BUTTER, CHEESE,
EGGS, BEANS AND OTHER
BELLY COMBUSTIBLES

1119 EAST FAYETTE STREET
SYRACUSE, N. Y.

VIVISECTION IS BLOOD-
LUST, SCREENED BE-
HIND THE SACRED
NAME OF SCIENCE

ELBERT HUBBARD

Designs by Axel Edw. Sahlin, East Aurora, New York.
(See Job Composition Department.)

JOHN TOMLISON CO.
PRINTERS

CATALOGUES
EDITION WORK
RAILROAD TARIFFS
STATIONERY

CHICAGO
69 JUNE AVE.

191

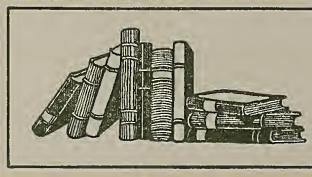
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_____191___



SHAKESPEAREAN
BOOKSTORE
JAMES M. KENYON, Prop.

323 Northwestern Avenue

Carlston, Va.

Some letter-head suggestions.

Turkey Dinner



Thanksgiving Day

Menu

Blue Points

Tomato Soup a la Coloniale

Roast Turkey

Cranberry Sauce Potato Salad

Assorted Fancy Cakes

Mince Pie

California Wine

Coffee

A seasonable menu suggestion.



THE TWELFTH ANNUAL CONCERT

of the ROANOKE MUSICAL CLUB

SUNDAY, JANUARY TWENTY NINE, AT EIGHT P. M.
AT THE AUDITORIUM SMALL HALL OF CONCERTS

THE ORCHESTRA WILL BE UNDER THE DIRECTION OF MR. HAMILTON STEVENSON

PROGRAMME

1	OVERTURE	*Coleman*	8	PAVANE	*Faroni*
2	RIGOLETTO	*Verdi*	9	COME ON	*Bellmer*
3	AIR from "Les Huguenots"	*Meyerbeer*	10	AIR from "Nabucco"	*Verdi*
4	BOHEME	*Puccini*	11	CLAIR DE LUNE	*Massenet*
5	FARONDOLE	*Dubois*	12	AIR from "La Reine de Saba"	*Gounod*
6	TARANTELLA	*Liszt*	13	NOCTURNE	*Chopin*
7	SAMSON AND DELILAH	*Saens*	14	MARCHE SOLENELLE	*Faroni*

ADMISSION 50 CENTS A PERSON WARDROBE FREE

TICKETS CAN BE OBTAINED AT THE SOCIETY OFFICE AND LEADING DRUG STORES

Suggestion for a program arrangement.

FRANK DIX
MINSTREL SHOW

MINSTREL SHOW OF THE HIGHEST GRADE, SHOWING POPULAR CHARACTERS OF THE SOUTHERN NEGRO.

IMPERSONATION OF THE REFINED COMEDY, OF ECCENTRIC SUBJECTS & TRUE TO LIFE QUICK-CHANGES.

EVERY PART PLAYED IN THIS SHOW HAS BEEN STUDIED THOROUGHLY, WHICH ASSURES GOOD RESULTS AND PROVE EXTREMELY PLEASING, ENTERTAINING AND SATISFYING EVEN TO A CRITICAL AUDIENCE.

En route 191

CLOSING EXERCISES
of GWENDOLIN HIGH SCHOOL

TO BE HELD AT ROSCOMMON'S DANCING ACADEMY
FRIDAY EVENING, JANUARY ONE, NINETEEEN TWELVE

EIGHT O'CLOCK ADMISSION FREE

Some commercial designs.



ANNOUNCEMENT

WE announce the establishment of an up-to-date printing-office, at 82 Johnson Street, where advertisers and buyers of high-grade printed matter, in which quality and character is desired, can get satisfaction. If you desire first-class printing, we are at your service. Come and see us.

ANSON & STOVAL PRINTING CO.
82 JOHNSON STREET

An announcement.

JOB COMPOSITION

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Axel Edw. Sahlin.

"Blessed is the man who has found his work," declared William Morris, and the observation calls for a fervent and heartfelt "Amen!"

In East Aurora, New York, dwell the Roycrofters, who make "books and things," and work at something they love, whether it be copper, leather, bookbinding, typesetting or farming. In the Roycroft Print-shop is a young man who came from his native Sweden little more than a year ago. Already he has attracted considerable attention by the sterling quality of his work as a Roycrofter.

Axel Edw. Sahlin was born twenty-five years ago in Lund, a rare old Swedish city of some twenty-six thousand inhabitants. There is a university in Lund, with an enrolment of over six hundred students.

The elder Sahlin is a printer by profession, and the youngster's earliest years were tinctured with print-essence of printers' ink. The boy attended school until he was fourteen, then went to work at his father's side in Otto Grahn's famous Accidenstrykeri, or print-shop. The father has been connected with this establishment for more than a score of years, in the capacity of fine job-printer on high-class work. Sahlin "deviled" it in Grahn's for a spell, and at sixteen got his chance to break into the printing business. He started out as an apprentice in Grahn's Accidenstrykeri, where, by the way, there are no such things as accidents or trickery. The instruction he received from his father at this time has stood him in good stead ever since. Sahlin, Senior, is a great stickler for accuracy. He believes in giving exacting attention to details. Genius has been defined as "the capacity for taking infinite pains." Herr Sahlin, judged by this dictum, is a genius of luminous luster. While in Grahn's Print-shop the boy engaged in private enterprises worthy of a Tom Sawyer. He clerked in a cigar store, distributed "pie" in a hotel dining-room, and worked for a while as a lithographer. All this time young Sahlin had certain small boys in his employ, who went to the beach on Sundays and at such-like odd times, and sold post-cards and cigars on a commission basis. In this way he served an apprenticeship of two years and a half at Otto Grahn's. His next work was in Falun, County of Dalarna, in the north of Sweden. Falun is a beautiful spot, visited annually by thousands of tourists. Here, also, is the largest copper mine in Sweden — the oldest, as well. Sahlin spent six months in Falu Nya Boktryckeriet, A. B. (the New Falun Print-shop), gaining valuable experience and nabbing helpful hints about printing in general. Then he drifted back to Lund, to work in Haakan Ohlsson's book-printing establishment, with a little theatrical turn on the side, twice a week or so in the evening. At Ohlsson's he spent the last year of his apprenticeship as job compositor. His work here was varied in the extreme. It included a little of everything — title-pages, and proof pages for books in mathematics and languages, including, besides Swedish, French, German, English, Latin and Greek. This wide variety of typographical work could not but be beneficial. At the same time (this was in 1907) the young printer took up the study of English, with malice aforethought, as it were, for he hoped ultimately to come to America and ply his trade here.

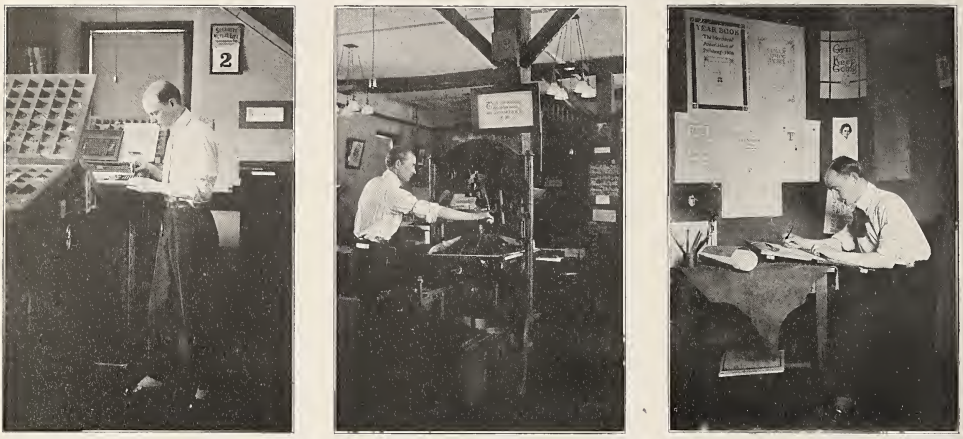


AXEL EDW. SAHLIN.

We next find Sahlin in the city of Malmö, working as first journeyman compositor in Forssels Brothers' Print-shop, one of the oldest and best printing establishments in Malmö. He remained here over three years, though his excellent work in Lund and Falun had already made him known as a faithful and skilled workman, and his services were eagerly sought by a number of reputable houses. In

the Forssels shop he gained the best experience of his career, and, incidentally, trained up two verdant young apprentices in the way they should go. One of them is now

print-shops there, among them the Norstedt & Söners Print-shop and Centraltryckeriet, or Central Print-shop. He went through Lagerströms Brothers' establishment, home



Sahlin Works by Day in the Roycroft Shop and at Night on the I. T. U. Course.



The Roycroft Shop at East Aurora.

holding a fine job in Gothenburg, the second largest city in Sweden.

In the summer of 1909 Sahlin visited Stockholm on a tour of inspection. He made the round of the principal

of the "Nordisk Boktryckare-Konst," or "Swedish Printing Art," and took in also some of the largest print-shops in Copenhagen.

Meanwhile, the name and fame of Fra Elbertus and the

Roycroft Shop in far-off East Aurora had made him restive. Like Alex., who sighed for more worlds to conquer, Axel decided that a change of climate would be a good thing all around, and, in spite of the remonstrances of his employers, who hated to see him leave, he packed his pajamas, caught

"Yes, sir."

"Then distribute this type."

Sahlin took the handful of type and distributed it with neatness and finessé.

"Report for work to-morrow morning," said Mr. Smith.

E. A. WAMBEM, President C. G. GAARDER, Vice-President H. N. JOHNSON, Cashier JOHN BENA, Assistant Cashier

THE First State Bank of Lankin

LANKIN, WALSH COUNTY, NORTH DAKOTA, U. S. A.

A Home Bank, operated by Home People, Especially for Home Interests. Our Directors Direct. They have lived here many years, and know the times, the place and the people. All Trusts Faithfully Executed. County and State Depositary. Capital, $10,000.00. Surplus, $5,000.00. Deposits, $150,000.00. Loans effected on Farm Lands. Collections promptly attended to. Insurance Placed. We are extensive landowners, and are ever ready to co-operate with the agriculturist in the introduction of more efficient farming methods, better seed and higher standards. Deeds of Conveyance Executed Free of Charge.

[Date]

An unusual letter-head treatment.

the Cunarder Carmania at Liverpool, and made a little journey to the land of the free lunch and the dollar sign.

On board the good ship Carmania Sahlin had a chance to learn something about American type-cases, and he made excellent use of the opportunity. Arrived in New York, he went first to Boston, to call on Mr. Asplin, of the Eastern Printing Company, who advised him to go to the board of trade. There he met Mr. Nilsen, who told him to try his luck at Lincoln & Smith's Press, 530 Atlantic avenue. Being accorded an interview with Mr. Smith, that gentleman inquired if the newly arrived compositor knew anything about American type-cases.

And Sahlin showed up bright and early — the first man on the job. He spent three months with Lincoln & Smith before coming on to East Aurora, Home of the Roycrofters. Sahlin has been at Roycroft a year now, and his work during the whole of this time has been above reproach. He has more than made good.

Elbert Hubbard, father of the Roycroft Shop, says the distinction between a craftsman and an artist is this: "The craftsman is content to work in a groove, to copy another man's idea — while the artist creates and evolves something new and original, something that is unique, an expression of his own soul. In other words, the artist pos-

HAVE YOU The Savings Bank Habit ?

It is important for every one to have this habit. Remember it is what you save and not what you earn that makes you rich. The interest on your savings account is Compounded Semi-Annually. Remember that on the great Clock of Time there is one word — NOW.

Every Boy and Girl

is invited to start a Savings Account with this Bank. Our new Banking Room enables us to offer special service and careful attention to accounts of children.

Start a Savings Account Today, no matter how small.

Sahlin sets advertisements which attract attention.

Safety and Strength of Bank of Galesburg

Capital and Surplus $450,000,00
Assets over - - $1,500,000.00

Our new Vaults are as secure as can be built.
Our new Banking Room is modern and convenient in every detail.
This Bank is under State supervision and is regularly examined by the State bank examiners and is also examined by competent auditors appointed by the Board of Directors.
In fact, the interests of depositors are protected in every possible way, making this bank a desirable and absolutely safe place to invest your money.

C. C. CRAIG, President
N. O. G. JOHNSON, Vice-President
P. N. GRANVILLE, Cashier
C. E. JOHNSON, Asst. Cashier

One of Sahlin's excellent advertisements.

sesses initiative, and the world reserves its big prizes for the men and women who possess initiative."

It must be admitted, then, that Sahlin's composition work at the Roycroft Shop is the work of a true artist. This young man is never satisfied unless he has thought out something that has not been thought out before. He is always striving for new and original effects, and many excellent specimens of his handiwork have appeared in the *Fra Magazine*.

A. V. Ingham, superintendent of the Roycroft Print-shop, declares that Sahlin has "prepared some of the most pleasing type arrangements ever turned out of the Roycroft Shop." And "Ing," as he is familiarly called by his associates, is not prone to "snap" judgments.

Sahlin is enthusiastic about the Roycroft Print-shop, which he affirms, with animation, is the cleanest and the best equipped he has ever worked in. And when we consider that some of the big Swedish print-shops are marvels of cleanliness and completeness, this encomium speaks volumes for the practical efficiency which is so rampant in the Land of Sun-up.

Sahlin is just finishing the famous I. T. U. Course in Printing.

"I have learned more and got more genuine 'value received' from this course," he declares, "than I ever dreamed was possible. I recommend it to every printer


LET THE MULTIGRAPH SAVE MONEY FOR YOU

An Advertisement by ELBERT HUBBARD

"Blessed is that man who has found a routine to do his work."

THE monasteries during the Middle Ages were the sole repositories of learning. The great mass of medieval population made no pretense to book wisdom.

In the monasteries the monks lived a communal life along diurnal-of-labor lines. In every monastery there was a Scriptorium, or writing-room, where scribes were constantly at work on manuscripts.

There were dictators who read aloud to the scribes, correctors who reviewed what the scribes had written, and corrected palpable blunders, and lastly, artists who took the manuscript and went through it, inserting illuminated initials and marginal decorations. It sometimes took months, even years, to turn out an important work.

Then came the invention of printing, bringing in its wake a deluge of books, pamphlets and publicity punishments of every description. Printing, undoubtedly the greatest single factor in bringing on the Modern Age, dates back only a little more than four hundred years.

Now we have the Multigraph, the extraordinary possibilities of which are just beginning to be appreciated by alert, wide-awake businessmen. *In my opinion the Multigraph is the greatest invention of its kind since printing came into vogue.*

The Multigraph does about everything you can think of in the way of printing. It does work for you that a skilled printer could not do any better—the *only* difference being that the printer would charge you something like four or five times as much as it would cost you to produce the same work on the Multigraph, and you would have to wait four or five times as long for it.

The Multigraph effects a saving of twenty-five to seventy-five per cent on your annual printing-bills. It is so easy to operate that your office help can run it at spare times. It does its work efficiently, quickly, economically. It makes money while saving money. Is n't that worth while?

All those odd jobs, big and little, that you have always sent to the printer, at a loss of time, patience, money and vocabulary, can be run off in a few short hours in your own private printing-office.

The Multigraph will do as much work in an hour as five hundred monks could have done in a day in the Scriptorium. And that is a conservative estimate. It will pay you to investigate the Multigraph as a business asset of practically unlimited possibilities.

Write today for interesting literature, specimens and data. Check the coupon and return it with your letter.

What Uses Are You Most Interested In?

Check over the list and indicate briefly in the margin the uses to which you think the Multigraph could be put in your business.

AMERICAN MULTIGRAPH SALES COMPANY
1812 Euclid Ave., Cleveland

Printing:
Books
Circulars
Form Letters
Price Lists
Labels
Cards
Bill Heads and Statements
Note Heads and Letterheads
Envelopes
Typewriting:
Circulars
Form Letters
Price Lists
Labels
Cards
Bill Heads and Statements
Letterheads
Envelopes
Miscellaneous Suggestions
Other Forms

The American Multigraph Sales Company

Executive Offices
1832 E. Fortieth Street
Cleveland Sixth City
Branches in Sixty Cities
Look in Your Telephone Directory

European Representatives: The International Multigraph Company, 59 Holborn Viaduct, London, England, Berlin, W. 8 Kaiserstr., 29 Rue Feydeau Paris, 24 Boulevard des Capucines

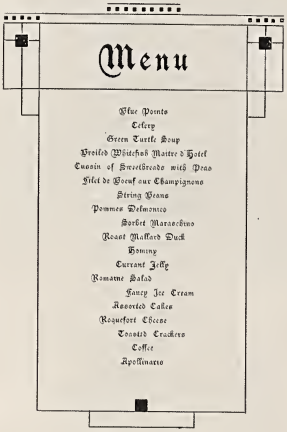
An interesting advertisement arrangement, the original of which was in colors.

from fifteen to seventy-five years young, who hopes to become thoroughly grounded in the art of typography."

Sahlin has entered many typographical contests, and has won prizes in nearly all of them. Like all true Roycrofters, he believes in the good, old-fashioned Roycroft doctrine of "work for the worker," and agrees with the only original Roycrofter, that "the reward for good work is more work." Work inevitably gravitates to the man who can do it. Sahlin works for the joy of working, and thus gets his reward every day. He is a self-imposed task-master, though he would be the first to repudiate the allegation. He does a good deal of work on his own account, after hours, at all sorts of odd times, and is ever trying out new ideas and putting them to the real acid test of cold type and printers' ink.

Sahlin is a favorite at Roycroft. He knows everybody, and everybody knows him and likes him. They call him "the Count," and he looks the part.

Sahlin has a bright and prosperous career waiting for him just around the corner. He is bound to develop into


Menu

Blue Points
Celery
Green Turtle Soup
Broiled Whitefish Maitre d' Hotel
Cuenin of Sweetbreads mit Peas
Filet de Boeuf aux Champignons
String Beans
Pommes Delmonico
Sorbet Maraschino
Roast Mallard Duck
Stuffing
Currant Jelly
Romaine Salad
Fancy Ice Cream
Assorted Cakes
Roquefort Cheese
Toasted Crackers
Coffee
Apollinaris

A menu which contains characteristics suggestive of Swedish typography.

one of the premier printers of the time. He is growing, becoming, attempting, reaching out, in a way that shows him to be a true printer, perhaps, first of all, but, in the last analysis, a true artist, with none of that "artistic temperament" that is so hard to live with.

Skoal! to the Northland, *Skoal!* H. T. F. H.

FATHER GETS IN BAD.

A boy had heard his father tell a man that he "had got a good figure," when he told of a real-estate deal. The young hopeful asked his mother what was meant by figure.

"He meant that the man got a good price for some land he had sold, my dear," said the mother.

"Well, mamma, has the servant girl been selling some land, too?"—*Exchange.*

THE LOGICIAN.

Two men were hotly discussing the merits of a book. Finally one of them, himself an author, said to the other: "No, John, you can't appreciate it. You never wrote a book yourself."

"No," retorted John, "and I never laid an egg, but I am a better judge of an omelet than any hen in the State.—*Exchange.*

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

BLOTTERS well printed and carrying good quotations are being issued by the Williams & Wilkins Company, Baltimore, Maryland.

JOSEPH C. DUPORT, Westfield, Massachusetts.— The little book of verse is gotten up in a unique manner and is very attractive.

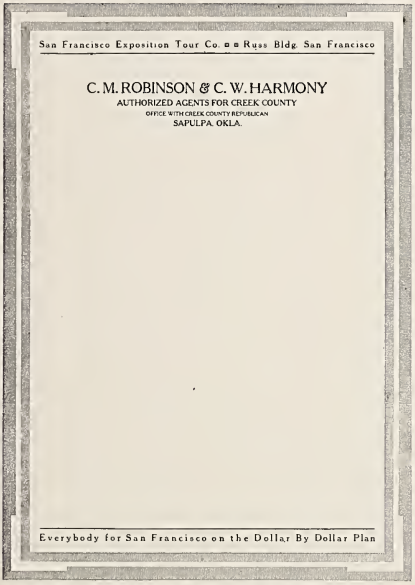
P. H. LORENTZ, Buchannon, West Virginia.— The arrangement of the menu is excellent, but the presswork is not all that it should be.

A FOUR-PAGE leaflet from the Wetter Numbering Machine Company, Brooklyn, New York, is nicely gotten up in two colors on tinted stock.

A CALENDAR from the Tokyo Tsukiji Type Foundry, Tokyo, Japan, is attractively printed in gold, silver and colors from an interesting design.

A PACKAGE of motto cards from Liggett & Gagnir, Detroit, Michigan, shows careful typographical design and a good selection of color combinations.

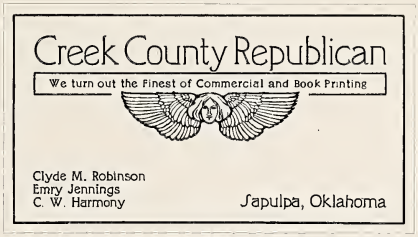
FROM C. W. Harmony, Sapulpa, Oklahoma, we have received another package of specimens handled in the same good manner that has characterized his previous work. The examples reproduced herewith will illustrate the simplicity and neatness of the designs.

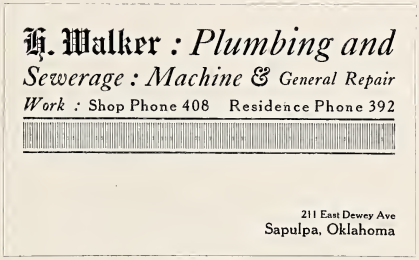


Unique letter-head by C. W. Harmony, Sapulpa, Oklahoma.

THE OTIS HIDDEN COMPANY, Louisville, Kentucky.— The catalogue is very satisfactorily arranged. The color-plates show up the material to good advantage, and add much to the appearance of the book. The rules around the panels on the title-page are a trifle heavy.

A PACKAGE of printed matter from Morris Reiss, New York city, contains some most excellent specimens, both in arrangement and color. Carefully chosen type-faces, well displayed, characterize the work throughout.





Designs by C. W. Harmony, Sapulpa, Oklahoma.

CLAUDE WOOD, Sterling, Illinois.—The advertisement is nicely arranged and the type-faces which you have used are harmonious. We have no criticism to offer.

SPECIMENS from Joseph P. Sobezak, Alpena, Michigan, show an excellent use of tint-blocks in commercial work, the color combinations being unusually pleasing.

COLLIN C. KIRBY, Raleigh, North Carolina.—All of the specimens are excellent in design, although the worn condition of the borders rather detracts from some of them.

SPECIMENS from T. A. Hussion, Jr., Galveston, Texas, show the same careful handling and adherence to a small number of display types that have characterized his previous work.

HOGAN LINOTYPE COMPANY, Omaha, Nebraska.—A small dash or spot between the various items on the text pages of your booklet would make it more readable. Otherwise it is nicely gotten up.

THE MILLER STATIONERY COMPANY, Fort Worth, Texas.— The specimens are all exceptionally neat and tasty, and we would compliment you upon their excellence. Our only suggestion would be that in using the

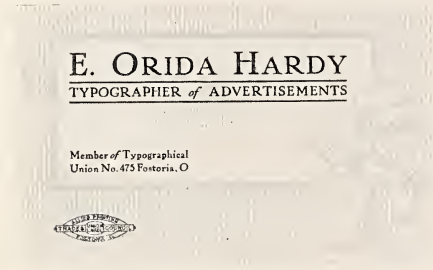
text letter, as in the line "The Miller Stationery Company" on the letter-head, you take the shapes of the letters into consideration when spacing between words.

BENNETT PRINTING COMPANY, Paris, Texas.— The Labor Day program is well gotten up, the cover being exceptionally pleasing. We would suggest that in using rules for underscoring you take care not to have them so heavy that they attract attention from the type underneath which they are placed.

W. B. NEAL, Albany, Georgia.— While both of the specimens are good, the letter-head is unusually pleasing in conception and in the manner in which you have handled the color combination.

THE Leeds & Biddle Company, Philadelphia, Pennsylvania.— The booklet is very attractive, although some of the pages show too many different type-faces. This applies particularly to the last page.

A BLOTTER design by J. Sorenson, Hutchinson, Kansas, is nicely arranged in colors, although the introduction of too many type-faces detracts from its general appearance and makes it rather less readable than it would have been in but one or two series.



An unusual card arrangement. Original in colors.

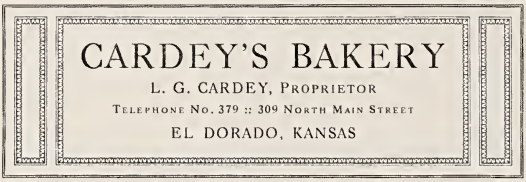
E. O. HARDY, Fostoria, Ohio.— Your card is excellent in arrangement and very appropriate in treatment. We show herewith a reproduction of it.

NEAT and tasty type-designs characterize the work of I. W. Lee, of Fargo, North Dakota. The cover-page arrangement reproduced herewith will convey an idea of the simplicity of design which is found in all of his specimens.

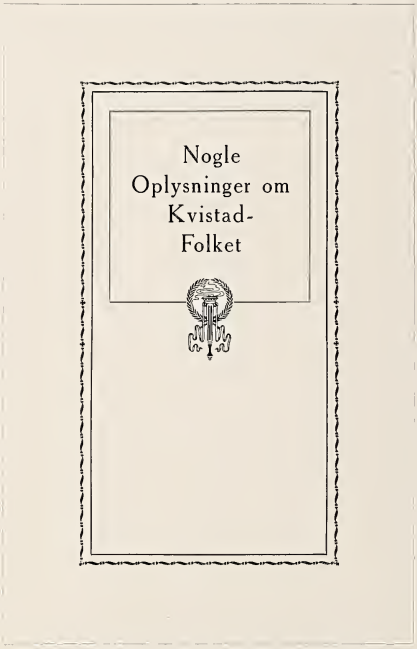
JOHN MCCORMICK, Schenectady, New York.— The folder is very nicely gotten up, and we have no criticism to offer To some, the paragraph-marks might appear obtrusive, and this could have been avoided by running them in the light color.

ALBERT J. SCHLINGER, White Plains, New York.— Your specimens show a tendency toward the use of too much decorative material, the church-concert program being especially noticeable as regards its over-ornamentation. The purple used on the leaflet is too strong to look well as a tint behind the initial letter. The letter-head for the "Magazine of American History" would be more pleasing if a letter of normal width had been used instead of the condensed form.

THE examination of a package of commercial printing from H. Emmet Green, El Dorado, Kansas, invariably demonstrates the oft-repeated assertion that large equipment is not necessary to the production of good printing. Mr. Green's printing is good — it is of the very best that reaches this department, and yet, whatever equipment he may have from which to draw, he rarely ever uses any type-face other than the Caslon. His careful use of this type-face, however, coupled with a thoughtful selection of colors, results in printing that can not fail to impress one. We show herewith a reproduction of a letter-head, the original of which was in green-gray and orange, on white stock.



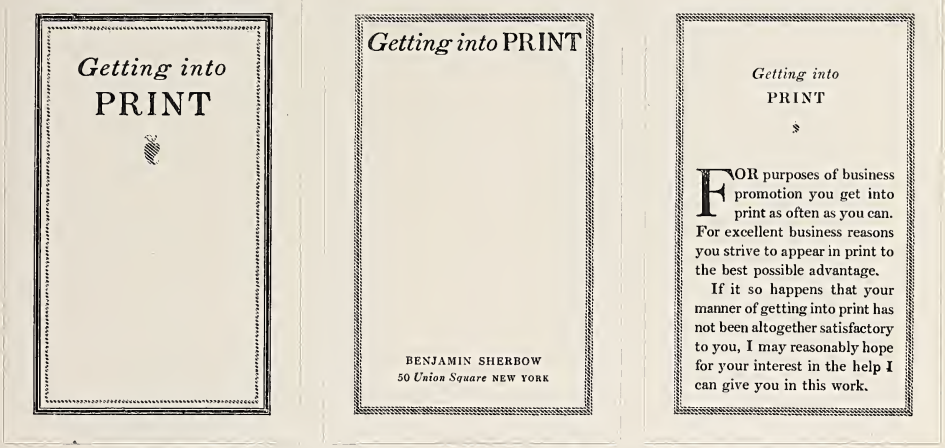
A pleasing letter-head by H. Emmet Green, El Dorado, Kansas.



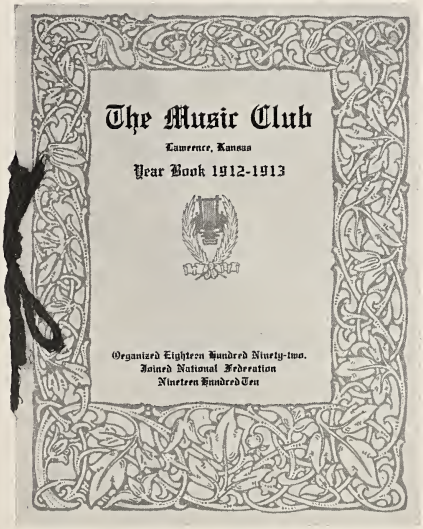
Cover arrangement by T. W. Lee, Fargo, North Dakota.

BRADFORD A. RICHARD, San Francisco, California.— Your letter-head would be more attractive if the decoration were printed in a weaker color than that used for the type. When the heading is printed in but one color the decoration is too strong. Confine each piece of work to one or two type-faces. On the Pacific Extract Company statement five different series are represented. Text letters should not be widely spaced.

A BOOKLET from J. L. Frazier, Lawrence, Kansas, is excellently gotten up, the colors being harmonious and the typography good. The use of a stock decorative border adds much to the cover, a reproduction of which we show herewith.



Cover and two inner pages from an attractive booklet by Benjamin Sherbow, New York city. Original in colors.



Booklet cover by J. L. Frazier, Lawrence, Kansas.

FROM Benjamin Sherbow, New York city, we have received a copy of an attractive booklet entitled "Getting Into Print." Not only is the book attractive in itself, but it is interesting in that it represents a new feature. It announces the establishment, by Mr. Sherbow, of an office offering to advertising managers and others a highly specialized typographical and printing service entirely dissociated from the routine work of the agency or printing office. Mr. Sherbow is thoroughly familiar with the field and its needs, having for years directed high-class typographical work. We show herewith reproductions of some of the pages of the booklet.

A HANDSOME reproduction of Sir Joshua Reynolds' "Age of Innocence" adorns the upper part of a large calendar recently received from Rolph & Clark, Limited, lithographers, Toronto, Canada. The work throughout is excellent.

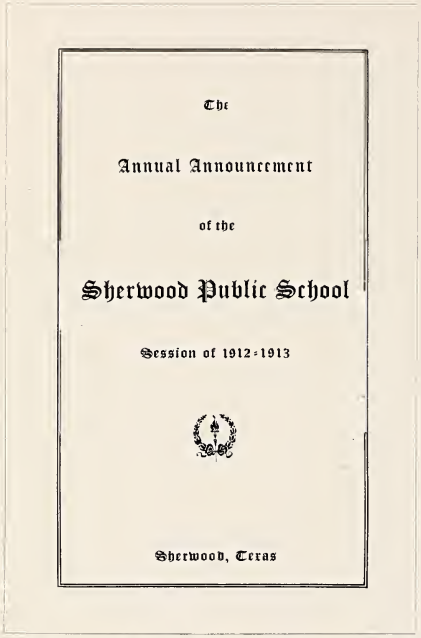
"PICTURES WITH A PURPOSE" is the title of an attractive portfolio recently issued by the Barnes-Crosby Company. It contains a number of excellent examples of design and platemaking in one or more colors, and attests the superiority of the Barnes-Crosby product. We show herewith a reproduction of the cover and one of the inner pages.

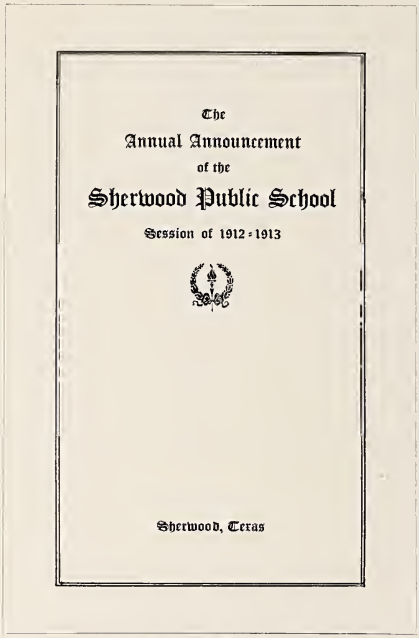


Cover of a portfolio by the Barnes-Crosby Company.

KARL C. BOWLES, Calistoga, California.— Both of the headings are good, but we would prefer a combination of the two. The one on which

the matter is squared up is pleasing in arrangement, but the type used for the firm name is a trifle large. The same arrangement, using the type size of the other heading, would be preferable.





In the design at the left the lines are placed so far apart that each one becomes a separate spot or force of attraction to the eye, and the larger number of forces of attraction makes for a complication of design which is undesirable. In the resetting, at the right, the closer grouping of the lines admits of their being more easily read.

We show herewith a reproduction of an interesting page by I. M. Harris, Brooklyn, New York. The breaking up of the space is unusual, and the decoration is in keeping with the subject.

J. A. MacIntyre, West New Brighton, New York.— The text of the catalogue would have been more readable if printed in black, and for this reason we should have preferred it that way, with the headings in a brighter color.

Commercial specimens from N. P. Eby, Fresno, California, are noticeable for their simplicity of design and careful selection of colors. One series of type for each job seems to be Mr. Eby's rule, and the results justify it.

John A. Rose, Boone, Iowa.— Your work is very satisfactory, and, except for the fact that some of the specimens seem rather crowded, we have no criticism to offer. We would suggest that you omit punctuation-points from the ends of display lines.

Arthur H. Farrow, Newark, New Jersey.— The commercial specimens are all of a high order and indicate that you are maintaining the same high standard in your output. The cover of the booklet "At the Sign of the Hobby" is especially handsome.

H. E. Endsley, Petaluma, California.— Both of the specimens are nicely arranged, and afford little opportunity for criticism, although the large blotter contains too much decoration around the heading, and the poor condition of the border is rather obvious.

Among the good things in a package of specimens recently received from W. Arthur Cole, Philadelphia, Pennsylvania, is a package label, a reproduction of which we show herewith. The original is in black and orange, and is a very attractive piece of work.

V. Hatter, San Angelo, Texas.— While the specimens are, in general, very good, we notice one or two points in regard to the design which call for suggestion. A feeling for simplicity of design and proportion in design would suggest a different arrangement of the text-matter on some of the pages. The cover of the announcement for the Sherwood Public School is a case in point, and we have reproduced it herewith, together with a resetting. In the original the lines are placed so far apart that each one becomes a separate spot or force of attraction to the eye, and the large number of forces of attraction makes for a complication of design, which is undesirable. In the resetting, the closer grouping of the lines admits of their being grasped by the eye as one force of attraction, and the page, from the standpoint of design, becomes more easily read. This grouping of the lines also gives proportion to the page, in that it does away with the monotony of equal spacing.



An interesting design by J. M. Harris, Brooklyn, New York.

G. D. Pembleton, Newark, New Jersey.— The series of folders is cleverly arranged and well printed. Our only suggestion would be that the headings or titles on the first page be made a trifle more prominent, as they are rather overshadowed by the letters at the bottoms of the pages.

Charles M. Carlin, Philadelphia, Pennsylvania.— We would suggest that you omit the rule panel around the trade-mark on the first page of the laundry leaflet. It is not only unnecessary, but the rule used is too light. A trifle more space should be placed between the lines directly above the trade-mark. The presswork is very poor.

From Henry J. Dounia, instructor in the printing department of the Muskegon High and Hackley Manual Training School, Muskegon, Michigan, we have received a package of printing produced by the students in the printing classes. The most ambitious pieces of work are the various issues of *Said and Done*, the school magazine. The regular monthly



Magazine cover, the original of which was printed in colors from wood blocks cut by students of the Muskegon High School, Muskegon, Michigan.

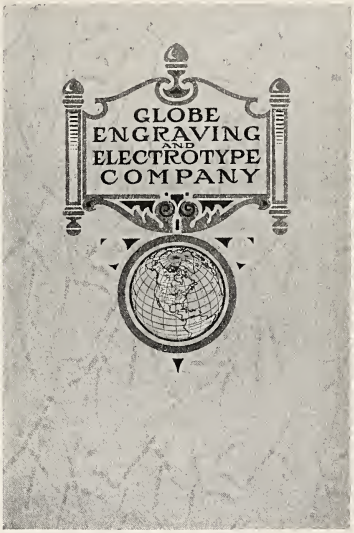
issue is a magazine of some forty pages and cover, with a large commencement number. The magazine is illustrated profusely with colored prints from wood blocks cut by the students, and the covers are from the same source. We reproduce one of the covers, the original of which was in three colors.

Arthur Williams, Moline, Illinois.— Other than the criticism which you have already made regarding the title-page, we find very little opportunity for suggestion. There is, however, a trifle too much space between words in the first and fourth lines. This could be overcome by letter-spacing. Another lead between the fourth and fifth lines would also help.

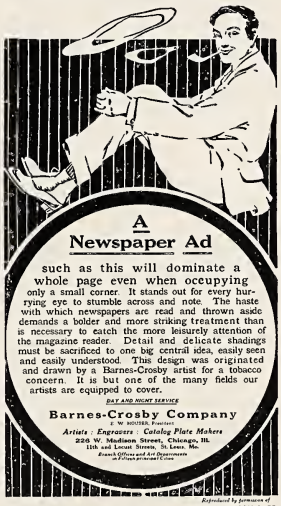
P. D. Crew, Creighton, Nebraska.—Aside from the presswork, which is not at all good, the anniversary booklet is very satisfactory. As a usual thing, black is preferable to any other color on the inner pages of work of this character where half-tones are used. The other colors serve no particular purpose not filled by the black, and the latter is usually easier to print.

A booklet recently issued by the Globe Engraving & Electrotype Company, Chicago, is attractively designed and well printed in colors. The cover, of which we show a reproduction, is in green, gold and black, on brown stock.

An attractive folder announces the establishment, by Edward Everett Winchell, of the Winchell Studio, at Bronxville, New York. Mr. Winchell has with him a selected staff of artists, and his purpose is to furnish



Cover of a booklet issued by the Globe Engraving & Electrotype Company, Chicago.

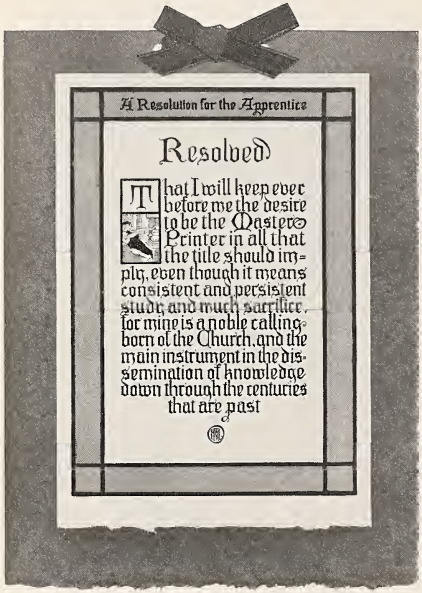


From a portfolio of designs by the Barnes-Crosby Company.

designs and drawings to printers and publishers. His long experience as art director of various printing concerns insures a thorough knowledge of this class of work, and his previous productions are a guarantee of the highest quality.

From the West Virginia Pulp & Paper Company we have received a copy of a handsome booklet gotten out to further the interests of Marquette enameled book-paper. The booklet is filled with illustrations in black and colors, showing the possibilities of this coated paper in the production of high-class printing. The work throughout is exceptionally well handled.

In one of the most interesting pieces of advertising literature that we have seen in some time, the *Literary Digest* tabulates the results of the answers to some eleven thousand letters mailed to subscribers and requesting information as to the number of automobiles owned, make, etc. The results form striking advertising matter and the manner in which it is put out is very attractive.



Designed and lettered by H. W. Leggett, Ottawa, Ontario.

H. W. Leggett, of Ottawa, Ontario, has written, designed, lettered and printed a "Resolution for the Apprentice," a reproduction of which is shown herewith. The original, in browns and orange, is a very attractive piece of work.

Clyde A. Meacham, Ontario, California.— Of the cards, we like best the one printed in black and green, on gray stock. On this card, however, the equality of the space divisions results in a lack of proportion, and we would suggest that you make the top and bottom panels smaller, giving the extra space to the center panel. The name should also be a trifle smaller. The other work is very satisfactory.

T. C. Anderson, Marlinton, West Virginia.— You have used too many different type-faces on the blotter. One or two series would have been better. The rules above and below the groups of type in the corners are too heavy — they overshadow the type. Personally, we would prefer to see the large initial omitted, especially as it is of a type-face which does not harmonize with the balance of the line. The other specimens are very satisfactory.

Ben Wiley, Charleston, Illinois.— Of the two page arrangements, we like best the one which is marked No. 2. The other design contains too many different type-faces and too many rules. The one marked No. 2 could be improved, however, by using the same type-face throughout, omitting the italic, and raising the group in the lower panel, placing a trifle more space between the lines of this group. The other specimens are very satisfactory.

Edw. A. St. Amand, Montreal, Quebec.— If you had gathered the reading-matter on the cover of the menu into one group and used but one series of type the effect would have been much more pleasing. As it is now, the scattering of the text over the whole page, together with the lack of harmony resulting from the use of such widely different type-faces, does not give a good impression. The other examples are well handled, although the color of stock used for the label is rather depressing.

In an attractive booklet entitled "The Story of the Golden Egg," the Phillips Printing Company, of Los Angeles, California, acquaints the public with its ability to produce good printing. The booklet is unique in shape, being die-cut in such manner that it shows at the top a goose, presumably the one that lays the golden egg referred to. The interior of the booklet is replete with illustrations of the Phillips plant, and with examples of high-class printing in colors. Altogether it is a striking piece of typographical design.

Earl E. Snow, Bluffton, Indiana.—A feeling for proportion, that "pleasing inequality in the parts of an object," would suggest that in dividing a page into panels the panels be unequal in size. Where we divide a page directly in the center, as is shown on the cover for the Chautauqua program, the lack of proportion is noticeable. In view of the manner in which the text matter has been distributed, we would suggest that the upper panel be made smaller. The other specimens are very good, although in one or two of them we note a tendency toward the use of too many rules.

Charles M. Church, Crowell, Texas.— While the specimens are very good, indeed, we would call your attention to one or two points regarding their arrangement. On the letter-head for the Massie-Vernon Grocery Company, the decoration underneath the word "Grocers" does not add anything to the appearance of the job, but rather detracts from it, and we would suggest that you either omit all decoration in this case or put in a much smaller spot. On the letter-head for the Retail Merchants' Association there is too much space between words in the feature line. The design of the text letter demands that it be closely spaced.

O. W. Walkup and B. L. Robinson, Galesburg, Illinois.— While the specimens are, in general, very satisfactory, a little more consideration of the fundamental principles of design would result in an improvement. For example, a consideration of the value of tone-harmony leads us to use type, rules, decoration, etc. of such color or strength that a harmony is preserved throughout the work. In some of your specimens, notably the card for Mrs. A. J. Crew and the program for the drill team, you have used rules for underscoring which are entirely too heavy for the type-faces with which they are associated. A feeling for shape-harmony would suggest that some other form of decoration be used on the statement heading for Johnson & Ironburg, as the general decorative character of the ornament used does not harmonize with the type-face. Care should also be taken to closely space text and script letters.

George R. Hedge, Athens, Tennessee.—A feeling for shape-harmony would suggest that we use, as far as possible, type-faces that are related to each other by similar characteristics of design. On the program for the elocution recital the combining of the text and lining gothic types is not pleasing, owing to the lack of harmony between them. Where the lining gothic is used in the smaller sizes the angular lines of the letters are not so apparent, and its combination with the decorative text is not objectionable, but when it is used in sizes large enough to emphasize its plainness the difference is readily noticeable. Combinations of extended and condensed type-faces should be avoided whenever possible. As a matter of personal taste we would suggest that the upper line on the first page of the musical recital program be centered. While it can not be denied that occasionally an arrangement which throws a line or group of lines to one side of the page is a pleasing change, still, as a general thing, those type-designs are best which are symmetrical — which are balanced on the center of the page.

A WONDER.

College President — "You can't get into our college. You aren't qualified in the entrance requirements in Sanskrit, Greek or Calculus."

Prospective Student — "No, but I am very well grounded in reading, writing and arithmetic."

College President — "Great Scott, man, you don't need a college education! Why don't you go into business?" — *Puck.*

DIZZYING.

"In this great and glorious country of ours," exclaimed the political orator, "there is no North, no South, no East, no West."

"No wonder we don't know where we are at," came a querulous voice from the outskirts of the crowd.— *Town Topics.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Gray and Grey.

The following, from a daily newspaper, shows a kind of whimsicality which fortunately is not common:

"Lexicographers, to whom the spelling of the word gray or grey is a point of endless dissension, might profit by reading the advertisement of a Sixth avenue store which offers grey crêpe meteor at special prices and gray cheviot.

"'Using the two different spellings on the same page was not a mistake nor an attempt to reconcile the two opposing factions,' said the manager. 'In this store we always use grey for light tints and gray for dark.'"

Did any one ever hear of such distinction elsewhere?

A Question of Case and One of Spelling.

J. H. C., Dallas, Texas, writes: "I found this in a news item: 'The other day his pa's wife had to drag Sonny Charley to the police court just because he rapped her over the head with a clothes-hanger when she insisted upon his calling her mamma.' I say 'his calling' is right, while all the other letters of the alphabet insist that 'him calling' would be proper. Who is right? Is mamma spelled right?"

Answer.—All the other letters are wrong, and our correspondent is right. "His calling" is the correct form. Goold Brown, the author of the largest grammar-book, has so much about the pronoun to use in such expressions that we can not quote anything except an example from him, "Which is only a preparation for his leading his forces directly upon us." William Chauncey Fowler gives as an example of correct use, "He was averse to the nation's involving itself in war," and of incorrect, "This coolness was occasioned by the queen intercepting certain letters." These do not show the pronoun, either his or him, but they do show that the possessive form is the approved one. Mamma surely is spelled right, inasmuch as it has the spelling that has been very long used, and is even now the preferred form in the latest Webster's Dictionary, the New International. Mama, however, is preferred in the Century and the Standard. The word had all the letters of the longer form in the classical languages, Latin and Greek, and preserved them in English until our latest dictionaries tried to "simplify" it by dropping what was considered "the extra letter." Mama is not yet so much used in English as mamma.

About a Comma.

G. B., Denver, Colorado, writes: "Argument on the use and omission of the comma after the phrase 'I remain' attracted my attention in the current issue of THE INLAND PRINTER. Since you argue that 'there is no logical defense for the use of the comma' in such cases, I desire to present a few examples to the contrary, which will illustrate why the comma under consideration is used in some cases and omitted in others. Whenever such phrase as 'yours truly' is inserted before the signature and after the words 'I remain,' it becomes 'foreign' to the words preceding and following it, and must therefore be separated from the other phrases by commas. To better illustrate this: the proper place for the words 'yours very truly' should appear after the signature instead of before it. Thus the form, 'I remain A. B., yours very truly,' would require no comma after the first phrase. But, in transposing the bottom words to the place above the signature, it is proper that the words, 'yours very truly' be separated by commas, and the correct form should appear thus: 'I remain, yours very truly, A. B.' Common form, usage, and appearance of the subscription have somewhat obscured the reasons why the comma is inserted in such cases and omitted in others, but there must be some rule governing its uses in the examples noted above, otherwise one authority would not recommend its use and another disregard it entirely. If my opinions regarding the use of the comma illustrated in the foregoing are incorrect, I would be greatly obliged to you if you would quote some eminent authority whose arguments are to the contrary."

Answer.— What was said in the matter criticized is all its writer knows how to say. "Eminent authorities" say nothing about it. The correspondent says nothing that affects the editor's already expressed understanding.

A Division and a Spelling.

W. H., Dayton, Ohio, asks two questions, thus: "Being desirous of information, I will ask your decision on the following: In narrow measure is it correct (or allowed) to divide attractive on the last *t*, or should it be divided on the *c*, running tive over? I notice the dictionary gives the two words de-struct-ive and self-de-struc-tive. Why is it that in the former the accent is on (or after) the *t*, and in the latter it is after the *c*? Also, in the sentence, 'Just the thing for picnicers, campers, and automobileists,' is the word picnicers spelled right, or should it be picnickers?"

Answer.— No matter what measure it occurs in, although it is better not to divide more than you have to, especially in wide measure, the right division of any such word is before the *t*, running over tive, or sive, or cive, as in attrac-tive, destruc-tive, effec-tive, expres-sive, condu-cive. There is not only no reason, but there is no excuse, for the difference between the word alone and with self before it. Why did not our correspondent tell what dictionary he found it in? I have seven different large dictionaries, and it does not occur in any one of them. A book of long ago, "Manual of English Pronunciation and Spelling," has a large vocabulary and might almost be called a dictionary. In that book is found destruct-ive, but it does not contain self-destructive, so that it can not be the source of this

particular perplexity. It was made by two dictionary-makers, one of the old-time Webster assistants and one of Worcester's assistants. Neither of these old dictionaries was carefully prepared with reference to division of words in writing or printing, words being divided into syllables merely as the editors supposed would best show their sounds. Nevertheless they were in their time the only works wherein syllables were shown for any purpose in all the listed words of the language, and the erroneous assumption by most printers that they were properly to be followed in divisions occasioned much of the prevailing confusion in print. The Webster's International, published in 1890, was the first dictionary that attempted to show divisions into syllables as they should be in print, and it did not always get them right. It had attract-ive, effect-ive, and many others this way, but destruc-tive, produc-tive, etc. Its successor, Webster's New International Dictionary, published in 1909, corrected this, at the present writer's suggestion, so that in it every ive termination appears with a consonant before it; but the reason in favor of this change was not accepted for other similar terminations which are not properly considered to be real English suffixes, so the dictionary has other differences that are not strictly defensible, as assist-ant, depend-ent, resist-ance, but dece-dent, depo-nent, and correspond-ence at the beginning of a line, and the French word divided at the end of the same line, corréspon- and dance on the next line. There is no reason for a difference in the two languages. The original Standard had all these differences, but the new Standard, now almost ready for publication, will have none of them.

Picnickers is correct, and picnicers is wrong. Another word, not questioned, is wrong. It is automobileist, and should be automobilist.

Written for THE INLAND PRINTER.

AN ECONOMIC SUGGESTION AS TO COMPOUNDING.

BY F. HORACE TEALL.

ONE of the strangest facts in the development of the English language is the diversity of opinion and practice as to details of form. Comparison of various books will disclose every possible disagreement in the use of capital letters, in punctuation of sentences similarly constructed, and, indeed, in every item of form. To some extent this is probably true of every language, but in no other language is this "state of flux" so plainly evident as in English. Our quoted phrase is reminiscent of a personal experience. A noted New York editor had insisted for a long time on having the word interest divided into inte and rest, but on one of his proofs changed it to inter and est. When his attention was called to the change he said that on the point in question his mind was in a state of flux. Not many editors would take the trouble to notice such a thing either way, but this occurrence shows that some of them will. Another editor said he considered punctuation as important as any part of writing, and that he always put in every point that should be used as he wrote. He may have thought he did, but he sent much of his manuscript to the printers that could not be closely followed in this respect. Probably he thought of the commas, etc., as he wrote, but he did not always get them on the paper.

Every individual is entitled to the right or privilege of being in a state of flux, and every one exercises it — some more, some less.

It is because of its influence on printing-office economy that we call attention to this fact, and we are to consider the disagreement in one matter as typical, and suggest the most practical means of lessening its expensive effect. Our special subject is the choice of forms as between the joining and the separation of words. Printers speak of two words, one word, and a compound, making compound mean the form in which a hyphen is used. This is a convenient distinction, not reasonably subject to objection, although in reality any joining of two words into one makes a compound, and there are two forms of compound words — the close or continuous and the hyphened. Sunday, baseball, sunbeam, shoemaker, are compound words just as truly as twenty-one, red-headed, or any other with a hyphen. And two joined with a hyphen become one just as truly, grammatically speaking, as two that are joined without a hyphen. Hyphen means, literally, into one, and a hyphen is a tie-mark.

A German schoolboy knows when to join two or more words into one, and does it practically always exactly as everybody else does. How many Englishmen do that? A school superintendent told one who asked him when words should be joined, "I do not know, and I do not believe that anybody knows." Another man wrote, "I always use a hyphen whenever two words are to be written as one." He evidently had not thought well, for he wrote when and ever as one and used no hyphen, and did not attempt an answer to the question, "When?"

That question demands much more for a full answer than one of these articles, and such answer is not the present purpose. We purpose merely to note a few salient facts, sufficient to indicate the status of the problem, and to discover a potent means of settling practice economically.

Some authors and some printers object strongly to any use of hyphens between words, and seem to think that the only question is that of use or non-use of hyphens. But this ignores the fact that there are two ways of omitting hyphens — making single words and leaving words separate. How many people would not be glad to have a more definite determination of these two forms? Undoubtedly in one way they could secure such determination. That one way is to have at hand a large list of the terms subject to doubt and consult it frequently. After a little while so many of the word-forms chosen would be thoroughly memorized that the need for consulting the list would gradually almost disappear.

The present writer has never known of a printing-office where any compositor could be sure that he would not have to insert or remove a hyphen here and there in correcting. He has never known of a proofreader who did not contradict himself more than he meant to in this respect. (Incidentally, he does not think a little such inconsistency is severely reprehensible. It is sure to occur anyway.) The best reader he ever knew set the styles on a newspaper, and had base ball always two words and football always one. With a large list at hand such conflict could be reduced to a minimum and the work of correction greatly lessened. Is it not worth while to get a satisfactory result with comparatively little correcting?

A disturbing factor in the case is the undeniable fact that, whether we have base ball, base-ball, or baseball, the term can not be misunderstood. And this is equally true of thousands of words, but not by any means true of all words. William Dean Howells once wrote within a small space wood-pile, woodpile, and wood pile, and the printers followed copy. Certainly he could have made no objection if they had been sensible enough at least to use the same

form in the three instances. But he might have been asked which way he preferred it, and would probably have said that he did not care which, but to make it all one way.

In this matter, as in all others, the truth should be told when one knows it, and when he is not certain he should say so. F. Howard Collins, in "Author and Printers," enters base-ball as a title and says, "hyphen always in America." He probably thought this true, but in fact all three forms are used in America, with baseball predominating, being used probably a hundred times to once for either of the other forms. Mr. Collins prescribes hyphens in some other words almost universally solidified, among them fire-arms, fire-fly, fire-place.

Notwithstanding the decidedly evident fact of disagreement, some men think they have mastered the subject, and of these some are dogmatically sure that their practice is the only correct one, and some others are equally dogmatic in favor of a different practice. A few style-books have included considerable lists of compounds (meaning both solid and hyphened forms), but their lists are comparatively so far short of what is needed, and the rules given in them are so defective, that little real guidance is afforded.

The one practical remedy is the use of an exhaustive list, or one as nearly exhaustive as it can be made, of which one or more copies should be kept in the proofroom and one or more in the composing-room. Any such list must inevitably show originally the forms selected as best by its maker, and it is equally certain that most people will find in it many forms they do not like. Suppose the authorities in an office decide to use base ball or base-ball, and find baseball in the list. By marking in a space or a hyphen on each copy, the chosen form is on record for reference, so that no excuse is available for any one and no chance is left for disagreement. Of course there would still be the probability that occasionally an author or editor would insist on another form, but that need cause little disturbance. We have chosen an example that would be easy to remember without any reference to a record, but almost any familiar word would be equally easy. The list here desiderated would comprise forty or fifty thousand terms, any of which may be encountered frequently.

The writer of this article would be glad to hear, by letter or otherwise, from any one desirous of consultation or discussion. He has purposely refrained from expressing any choice of practice as to hyphening, although he has a strongly decided choice, definitively made through long and wearying study. Any and every sincere communication will be carefully considered and answered herein, but not by mail unless as an occasional exception. The matter undoubtedly is worthy of much attention.



SCENES NEAR FORT ROBINSON, NEBRASKA.

Photographs by Kern Crawford.
Courtesy of Chester A. Wyatt, Troop B.

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

An Automatic Gas-lighter.

A North Carolina operator submits the following: "An office I worked in had a very simple gas-lighter, which I will try to describe. The main gas-pipe cock had a narrow piece of flat iron soldered to it to form an extension about twelve inches long, which projected like a handle at right angles to the gas-pipe when the gas was turned almost entirely off. Only a small flame was permitted to burn under the metal-pot. An alarm-clock was fastened on a support in such a position that the end of the long handle of the gas-cock rested on the key for winding the alarm. A weight sufficiently heavy to open the gas-cock when the alarm-key turned was attached to this handle, which dropped as soon as the alarm went off and turned the gas on full under the metal-pots. This device made it unnecessary to get around to the office until ready to go to work."

Cold Metal.

An Ohio operator writes: "In 1905 I graduated from The Inland Printer Technical School and have been working on linotypes since. I am running a machine here and have run up against a bad thing in regard to metal. It seems that the machine will not properly eject slugs, and the trouble lies in the metal-pot, which will give back squirts if metal is put in pot so that it covers the well. Machine men here before me have had the same trouble. Why is it that I can not put more metal in pot than will come to top of well? Machine will eject slug all right if metal in pot is one-fourth inch below well. This keeps me hustling to keep metal at right temperature, as there is always only a small amount of metal in pot, and I set the matter faster than metal will melt."

Answer.— We believe that your trouble will disappear if you increase the temperature a trifle. The metal adhering to the mouthpiece causes a bad lock-up and this gives spongy slugs, which will not eject properly. Increase the temperature gradually and keep the mouthpiece-burner flame at full height. Try this out fully before rejecting it.

A Notable Exhibit.

At the second Middle Atlantic States Cost Congress, held at Carnegie Lyceum, New York city, October 1 and 2, there were exhibited by the Mergenthaler Linotype Company two fully equipped multiple-magazine linotypes — a quick-change Model 8 three-magazine machine and a quick-change Model 9 four-magazine machine. Both machines were kept in continuous operation, and their flexibility and versatility demonstrated to the satisfaction of every one who saw them.

Faces, bodies and measures were constantly being changed for the benefit of the interested spectators, and the ease with which the changes were made was a revelation to those who saw these new models of linotypes for the first time. Judging from the interest displayed on the part of visiting printers who crowded around the machines throughout the two days' session, the multiple-machine idea must have made a hit with them.

A like exhibit was made at the Second Ohio Cost Convention at Cincinnati, on October 3-5.

Distributor.

From an Iowa operator: "I have found that the two lower distributor-screws have a worn place at the point where the matrices are lifted from the distributor-box, and the screws engage the matrix ears; the inclined rails seem to be slightly worn. The worn place is on the edge of the screw and does not go in very deep. I am sending you some of the damaged matrices. Machine is running fine, but I can not exactly determine the cause of the worn distributor-screws."

Answer.— The cause of wear is likely due to the cam on the back screw being worn. When the cam is worn it usually causes a bruise to appear on the top corners of the two upper ears and the lower front ear of thin matrices. This does not appear on the matrices you sent. If the cam in use is the only one that has been on the machine, then it may be the ordinary wear rather than that produced by the matrices being raised too soon in relation to the points of the screw. The bruise on the matrix ears seems to be from impact when assembling. The remedy is to dress these bruised parts down. We do not believe any trouble can be traced to the inclined rails in the distributor-box.

Metal Squirting Behind Mold-disk.

A correspondent in North Dakota writes: "Enclosed is an eight-point thirteen-em slug cast on Model 5. I have considerable trouble with machine squirting when a line is cast, especially when the metal is too hot; metal squirts down, or leaks down, sometimes enough leaking out to cause the machine to stop. I have a gasoline burner, and of course it is hard to keep metal at the same temperature."

Answer.— We think you can determine the cause by the following test: Draw out mold-disk and with a piece of brass rule scrape the back of the mold so as to remove any adhering metal. Remove back mold-wiper. Ink the back of the mold evenly with red or bronze-blue ink. Clean the mouthpiece. Close the vise and allow the cams to make several revolutions, then draw out mold-disk and examine impression of ink on the mouthpiece. This will indicate the condition of the lock-up between the mouthpiece and mold. It may be uneven through warping of the mouthpiece, or may need adjusting by the pot-leg screws. If the ends of the mouthpiece bear evenly and the middle appears low, you

will have to dress it with a fine file, holding it flat and working it across the inked surface only. If one end looks weak and the opposite strong, adjust the pot-leg screws. If the lock-up is even, increase the temperature of the metal a trifle and probably you will have no more back squirts. Examine the pot-lever spring when the lock-up to cast occurs. If there is too much yield to this spring, increase its stress or put in a new spring.

Matrices Clogging in Magazine Entrance.

A Pennsylvania operator writes: "I am an operator on a Model 5 machine, and I am having trouble with the lower-case 'e' when it distributes back in the magazine. That is the only letter that has bothered me in the past three years, and that one only lately. When these letters return to the magazine they in some way clog at the entrance of the magazine and bend the partition. I have to get up from my seat quite frequently, which is very annoying. I try and keep it straight, or in line, but for some reason they are bound to stop the distributor."

Answer.— The first thing to ascertain is the number of matrices you have in the channel. Do not carry more than twenty-one. The next thing is to run them through repeatedly, and when a blockade occurs note the position of the matrix that causes the trouble. Remove the first one of those that are caught and examine its lugs. If it is defective, throw it away. It should not take long for you to discover the cause if you make a close examination each time a stop occurs.

Transpositions and Wide Spacing.

A Texas proofreader writes: "I enclose herewith a proof that was taken a few days ago. It was the first work done on this book, about four or five months after the linotype was put in place. On reading the proof I was surprised at the number of transpositions. The lady operator said it was a mechanical fault, as she took especial pains to set a clean proof. Please state in THE INLAND PRINTER if you have ever seen anything like it. The copy was all edited, and much like this letter for plainness. Is there any mechanical reason for the excessive spacing of six-point type on a linotype? I examined some work done in Cleveland, and the nonpareil was spaced, apparently, with two-em quads, even when the line would have taken in at least any word of one syllable. The same trouble confronts me here. You will notice between initials at least an em quad."

Answer.— There are a number of the errors that might be classed as machine errors. The failure of capital "N's" and "J's" to drop, and the transposing of spacebands and last characters in words are not the operator's fault. The failure of "l's" and the transposition of capital "L's" are the fault of the operator. The wide spacing in nonpareil can be avoided by using the thin spacebands. These expand to a maximum of .095 inch; the minimum thickness is .032 inch. You are probably using the thick bands.

Bad Faces on Slugs.

A Philadelphia operator writes: "Will you kindly answer these few questions: (1) What is the cause of the last three holes in mouthpiece plugging up on right end of the slug? When drilled out will only stay open for a day or two. Other holes are all open and get a good face on slug except end which is clogged up. When the metal gets too hot, I get a back squirt. (2) Which is the best way to keep pot — high or low with metal?"

Answer.— (1) If the mouthpiece jets do not remain open, it may be due to the heat being irregular. If the front burner does not give sufficient heat at the right end, the holes will close and remain closed until drilled or melted out. The next time they are filled up apply a burner to the mouthpiece, and while it is quite hot try pushing a wire through the holes. If it goes through readily, while heated, this may indicate the need of more heat from the front burner at this point. Look to the burner in this case. If you can not open the holes when they are heated with the extra burner, then it is possible that the mouthpiece will have to be removed and the throat cleaned behind the holes that clog so readily. (2) Keep the metal one-half inch below top edge of the crucible — no higher. It will do no harm if it runs a trifle lower. You should aim to maintain the metal as near this point as possible.

Defective Slugs.

An Indianapolis operator writes: "Enclosed please find a sample slug — a typical one, I believe, through some are worse — from an ancient model. Up until a few weeks ago the machine turned out a good slug with a clear face. Almost all slugs produced on this machine are large ones, as per enclosed sample. I have tried many things, among which I quote: I put in new jaw and new mouthpiece; have pot-lever cushion spring adjusted properly; have moved disk eccentric forward and backward; took jaw off and cleaned all parts; have increased and decreased fire under pot and mouthpiece; tested lock-up between matrices and mold with red lead. Any suggestions you can give me regarding the defect in the face of this slug will be appreciated."

Answer.— There were a number of operations you performed that had no bearing on the trouble, hence no effect was noted toward correcting it. We believe your slug will improve immediately by applying the following remedies: Buy a new plunger (F 879) and apply it. Clean out the holes on the sides of the well. This may be done by using the hooked end of the pot-mouth wiper, if you have one. If not, take a piece of ⅛-inch iron rod and put a right-angle bend on one end. The turned-over end need only have an extension of one-half an inch. This end may be cut square or three-cornered with a file. The object of its use is to insert into the holes on the side of the well (through the metal) to clean out the oxid. When these holes are cleaned out once, occasionally insert the rod to keep them open. After procuring a new plunger and finding that it fits correctly, place in the well a small lump of tallow mixed with graphite. Then place the plunger in position and proceed to cast slugs. You will note that considerable smoke is evolved as the oil is burning out, but no harm is done, as the graphite lubricates the plunger and insures a more complete stroke. It may be necessary to increase the stress of the pump-lever spring. To make a comparison you could set up a line and cast a few slugs before the new plunger is put in position. After the well-holes are cleaned and the new plunger is in place and properly lubricated, cast an equal number of slugs from the same line and compare the faces. You should not change the mouthpiece burner as you stated in your letter, but let it burn to full height. Regulate governor to suit temperature as you please. In addition to the foregoing operation, you may find it necessary to cut auxiliary vents in the mouthpiece, and finally it may be necessary to drill auxiliary jets as shown in the diagram sent you. These points are the last resort.

In a later letter this correspondent writes: "I followed your suggestions and got a very much better slug, both body and face. Using this machine altogether for fat slugs, I think I shall also cut some auxiliary vents and jets in the

mouthpiece, as you suggested, and it will be O. K. in every respect. I thank you very much for your valuable advice in this matter."

Matrix Transfers.

A Connecticut operator writes: "About two months ago I replaced a second-elevator bar on a No. 4 linotype with a new one. Though adjustments were all carefully made for the new bar, the transfer of matrices to it is imperfect; several ribs on the bar are worn badly and combinations on new 'e's' and 't's' soon become damaged. First-elevator rails, intermediate bar, transfer-slide finger and bar-plate are O. K. and matrices transfer all right by hand. Tried slip of paper in back of channel-plate to no purpose. The tip of lower back screw (G 527) first engaging the matrix has been broken or filed off by some artist for some reason known only to himself. Could you suggest any way to repair this? Over one-fourth of an inch of the thread is gone."

Answer.— In regard to the back screw for the lower distributor (G 527), if you can not get a machinist to braze in a piece, you will need a new screw. A first-class machinist may be able to fix it, but if he is going to charge almost as much for the job as a new screw will cost, it would be better to put on a new screw. To see if the second elevator is adjusted correctly for its down stroke, test it in this way: Lock spaceband shifter and pull controlling lever. When the machine stops on the safety pawl, touch the second-elevator roller and see if it is free from the cam, as it should be, in this position of the machine. Also see that the starting spring (B 238) is properly compressed by its adjusting nut, so that the bar-plate is held firmly to the spaceband intermediate channel. If you wish to test the alignment of the first and second elevators as to height, remove the first-elevator slide-guide and place a pi matrix in the first-elevator jaws before it reaches full height. Lock the spaceband shifter and allow the machine to stop on the safety pawl. Move the matrix until it is in contact with the second-elevator bar. In this position you can see if the first elevator has its proper up stroke. The second elevator, if properly seated on the intermediate channel, must necessarily be at its lowest point. You may note while the matrix is in this position that its position forward and back is not quite correct. This is due to the elevator slide-guide being off, and doubtless when it is replaced and pulled forward the full distance the elevator will be correct. While making these tests and examinations you should closely inspect the rails of the distributor-box bar. These rails on the forward side on the outside end are often damaged by being struck by the second-elevator bar-plate. The damaged teeth on the "e" and "t" matrices may be due to this trouble.

Recent Patents on Composing Machinery.

Matrices for Typecasting and Composing Machines.— J. C. Grant, Kensington, London, England. Filed December 16, 1909. Issued August 13, 1912. No. 1,035,343.



A PRINTER'S HOME.

Residence of J. L. Goodburne, journeyman printer, London, Ontario.

Slugcasting Machine.— B. Cade, Shelby, N. C., and A. Heldrich, Philadelphia, Pa., said Heldrich assignor to said Cade. Filed June 24, 1911. Issued August 13, 1912. No. 1,035,416.

Slugcutting Attachment for Linotypes.— C. L. Mohr, Janesville, Wis., assignor to Mohr Manufacturing Company, Chicago, Ill. Filed October 18, 1911. Issued August 27, 1912. No. 1,036,678.

Short-type Setting and Distributing Machine.— W. A. Twining, Cleveland, Ohio, assignor to National Printing Machine Company, Cleveland, Ohio. Filed December 14, 1907. Issued August 27, 1912. No. 1,036,751.

Pneumatic Cooling Device for Linotype Molds.— H. T. Sundstrom, Houston, Tex. Filed July 13, 1911. Issued September 10, 1912. No. 1,038,022.

Typesetting and Justifying Machine.— John S. Thompson, Chicago, Ill. Filed October 31, 1904. Issued September 10, 1912. No. 1,038,234.

Matrix-composing and Slugcasting Machine.— Franz Schimmel, Montrouge, France. Filed December 5, 1908. Issued September 10, 1912. No. 1,038,445.

A HELP TO THE CHURCH.

"And you still have hopes of influencing old Titewad to become a regular attendant at your church."

"Yes, and I am more sanguine than ever."

"You are?"

"Yes. If the Government really begins the coining of half-cent pieces I regard it as a cinch." — *Houston Post.*

COST AND METHOD

BY R. T. PORTE.

Advice in 1870.

Some months ago there were printed in this department extracts from "Harpel's Typograph," published in Cincinnati in the year 1870. They were surprisingly like the statements used in the present-day campaign for bettering business conditions. But by no means were they all that this cleverly gotten-up book said about the printing business, as seen then, and the words printed in 1870 are just as full of meaning to-day.

What we are trying to do is to remedy evils that have existed since the beginning of printing, and we must reiterate, and hold up for view what and where the trouble is. One article, one speech, one magazine is not enough. It will take constant effort and vigilance, and nothing proves this so much as the reprinting here of extracts from a book gotten out years ago that was meant to elevate the craft. It will pay to read carefully what is said:

Do not go beyond your capital in purchasing material, and never purchase what is not likely to be of immediate use, no matter how cheap it is.

Preserve a carefully considered, just, and fixed system for estimating work according to its quality, keeping in view the probable consumption and waste of all material, wear and tear of implements, superintendence and other expenses, no matter how trivial they may seem; for the least cost can be computed by an average percentage.

Having determined what amount of money a piece of work is really worth, including a positive and not suppositious profit, make that the price, and do not deviate from it.

When customers want good work done at less than it is fairly worth, reason with them calmly; and, if they will not be convinced, but make assertions in regard to the prices charged by others that seem unreasonable, or seem disposed to go elsewhere, do not go into a tirade against your competitors. Neither would we have you yield, knowing you are adopting a wrong; but simply declare you can not do business at such rates and realize a fair profit.

Lost valuable time occasioned by the customer, such as extra work, alterations, etc., should be charged. Too little regard for these items causes sad leaks in the profits of an office. A price is given, based upon the ordinary contingencies of a piece of work; but the party for whom it is to be done proves capricious, and demands frequent changes, proofs, etc., although the first piece of work may be performed neatly and well. It is just, then, that he should pay for it. Where no guide is given or any style indicated, or where there has been no previous understanding concerning such waste of time, its cost should be stated immediately before it is made, so as to make it optional with the patron to have it done or not.

Careful estimates, cast-ups, and the like, requiring time and experience to make, should be charged for, unless the work is guaranteed to the office, in which case it should go with the estimate for general superintendence.

The cash system should be closely adhered to, and strangers, without any exception, on account of appearance or address, required to pay in advance, or to leave a sufficient deposit to prevent absolute loss.

Do not suppose, if orders are plenty and customers easily managed during busy season, that dull times will not come and patrons be exacting or hard to please. It is during business lulls that many are tempted to work below what they can afford to do, and to yield advantages that are pretty sure to remain advantages to the customer in future transactions.

Have no more workmen than your materials and implements will keep comfortably employed without waste of time. It is often a false idea that the more people there are about a concern, the more business is being done.

What a Cost System Tells.

What is profit and what is loss? This is the interesting question to all printers, and one that is of the most vital importance. A business can not be run except at a profit, and the losses must be located, dissected and remedied before a business can be put on a paying basis.

Too many printers get an idea that losses consist only of things that money has been spent for needlessly, and that losses are all extravagance in management, when sometimes these so-called extravagances are necessary to the upbuilding of a business to keep it going and build a trade sound and substantial. To many, loss is something that can be stopped by being miserly.

There is another side to the question that but few have ever considered, and it changes the entire viewpoint as to what a loss really is. And that is the side I want to make the subject for this month's Cost and Method department, as I believe that here has been the thing most neglected, and one to which but few writers in the trade press have ever given any attention, and nowhere shown by actual figures the loss and analyzed the problems.

Printers have been too stingy in the past — they have been too content to make money by self-denial, which is all right for the postulant or hermit, but not for the keen-minded and supposedly ambitious business man of the present day.

To put before you something concrete and understandable, I asked a printer friend to give me an abstract of one month's business of his small printing-office, and he has done it in a manner that is deserving of much praise. It can be plainly understood that this printer does not care to have his name published, as the statement he gives goes right into the heart of the thing, but I can say that the statement is an actual record, and to interested parties the name will be given.

The only part of this I am sorry for is that this printer has been running a cost system for more than two years, and he has his business in pretty fair shape; but he has his losses just the same, and he knows what they are. A much different-looking statement would have been made of his business shortly after he put in his system.

The cost system gives the cost of each job, as well as the means to figure the hour costs of production in a shop. The point I want to bring out is the cost of a month's work of individual jobs, and I am herewith producing such a record, showing the actual work in a small

office of three job presses, where sixty-three jobs were printed, ranging in price from 60 cents to $89.

Order No.	Quantity.	Stock Cost.	Manufacturing Cost.	Total Cost.	Price.	Profit.	Loss.
1	84,000	$28 40	$51 27	$79.67	$85.25	$ 5.58	
2	2,000	1 12	4.04	5.16	6.25	1.09	
3	2,000	1.30	3.74	5.04	6.00	.96	
4	2,000	2.50	6.59	9.09	6.00		$ 3.09
5	4,000	1.39	6.96	8.35	10.75	2.40	
6	1,000	.75	1.17	1.92	2.25	.33	
7	1,000		2.39	2.39	2.50	.11	
8	12,000	4.66	11.66	16.35	22.25	5.90	
9	2,000	.75	4.39	5.14	4.75		.39
10	2,000	3.11	4.57	7.68	11.00	3.32	
11	3,000		9.20	9.20	9.20		
12	1,000		5.44	5.44	4.20		1.24
13	500	.23	2.98	3.21	4.60	1.39	
14	1,300		2.79	2.79	3.32	.53	
15	22,500	13.32	17.98	31.30	38.13	6.83	
16	1,650		3.54	3.54	4.12	.58	
17	5,000	2.25	3.81	6.06	5.00		1.06
18	5,000	1.10	4.94	6.04	7.25	1.21	
19	5,000	1.10	3.39	4.49	5.00	.51	
20	3,000	8.16	2.56	10.72	11.00	.28	
21	2,000		3.49	3.49	4.00	.51	
22	1,000		2.86	2.86	2.50		.36
23	5,000	2.41	2.35	4.76	8.75	3.99	
24	5,000	6.77	7.32	14.09	17.00	2.91	
25	2,000		5.85	5.85	4.18		1.67
26	500	1.24	4.21	5.45	6.50	1.05	
27	10,000	5.20	5.23	10.43	12.50	2.07	
28	2,500	6.30	5.70	12.00	14.50	2.50	
29	1,000	1.39	1.40	2.79	3.00	.21	
30	2,000	2.00	3.16	5.16	5.75	.59	
31	1,675		5.60	5.60	4.18		1.42
32	16,000	8.12	23.11	31.23	31.00		.23
33	450		2.90	2.90	3.25	.35	
34	4,500	1.54	6.77	8.31	10.00	1.69	
35	2,400	2.83	1.96	4.79	6.00	1.21	
36	15,000	29.35	42.52	71.87	89.00	17.13	
37	775		1.95	1.95	2.40	.45	
38	600		1.33	1.33	2.00	.67	
39	2,000	1.58	2.51	4.09	4.75	.66	
40	2,800	1.53	6.40	7.93	11.00	3.07	
41	100		1.04	1.04	1.70	.66	
42	1,250		5.30	5.30	4.50		.80
43	275		1.71	1.71	1.90	.19	
44	400		4.50	4.50	3.60		.90
45			.44	.44	.60	.16	
46	100		1.30	1.30	1.70	.40	
47	5,000	2.70	1.88	4.58	7.50	2.92	
48	2,500	2.02	1.63	3.65	5.00	1.35	
49	10,000	2.16	6.10	8.26	10.25	1.99	
50	4,000	5.45	4.77	10.22	13.00	2.78	
51	1,000	.43	2.83	3.26	4.00	.74	
52	2,000	.70	2.20	2.90	4.00	1.10	
53	5,000	3.35	3.59	6.94	9.50	2.56	
54	500	.40	3.00	3.40	4.50	1.10	
55	500	.34	2.09	2.43	3.25	.82	
56	2,000	1.50	1.62	3.12	4.25	1.13	
57	1,000	1.40	3.33	9.73	2.75		1.98
58	10,000	5.74	6.93	12.67	12.00		.67
59	10,000	9.62	11.99	21.61	23.25	1.64	
60	100	.10	3.09	3.19	3.50	.31	
61	5,000	6.95	2.82	9.77	12.00	2.23	
62	5,000	2.40	5.43	7.83	8.75	.92	
63	4,000	1.95	8.04	9.99	13.00	3.01	
.....		$187.64	$375.66	$533.30	$645 58	$96.09	$13.81

Sales		$645.58
Cost, Material	$187.64	
Cost, Manufacturing	375.66	
		563.30
Profit		$ 82.28

It is foolish to consider this merely as a table of figures and not attempt to analyze them in any way. They are worthy of a great deal of careful study to the man without a cost system as well as to one with a cost system.

The significant part is that there has been a loss of $13.81 on 63 jobs, or about 22 cents on the average of each job. It seems a small loss, yet it is a great deal worse than it looks in figures.

Work was produced in the office at a total cost of $563.30 — $187.64 for material, or paper stock, etc., and $375.66 as a manufacturing cost. The ideal profit, as given by cost congresses — and one that is none too small — is twenty-five per cent of the cost. Taking the total cost as a basis, and adding twenty-five per cent, the total amount of business should have been $714.18. As a matter of fact only $645.58 was asked for the work — a direct loss of $60.60 over what should have been a reasonable and just profit.

The record shows a profit of $82.28 on a total cost of $563.30, which is just 14.6 per cent instead of 25 per cent, which is a considerable difference. The total manufacturing cost was $375.66, and taking the amount of profit in the entire business we find it is only 22 per cent profit on that alone, and not a cent profit on the paper.

If the losses shown could be added to the profit account, there would be a wonderfully different story, and far different than you think right now. A loss eats into the profits, and it takes two profits to offset one loss. How is that? Let's take the figures just as they show here:

There is a loss of $13.81. Had these jobs been done at cost, the profits would have been $96.09. But the $13.81 must be saved, therefore some job with $13.81 profit must be used and then you would be even, and a job with another $13.81 profit taken to make the statement show the profit it should. It takes two jobs with a profit to cover the job with a loss.

An analysis of the different jobs and their range of profit and loss is most interesting.

The job carrying the greatest profit is No. 23, costing $4.76, sold for $8.75, having a profit of $3.99, or 46 per cent on the cost. That looks pretty big. But take a look at job No. 1, sold for $85.25, with 84,000 impressions, and only a profit of $5.58. In that light, which would you rather take — the $8.75 or the $85.25 job?

The job carrying the smallest percentage of profit is No. 7. There is only 11 cents profit on a cost of $2.39, or 4 per cent. Shaving pretty close!

The losses are just as interesting. Job No. 4, with cost of $9.09, shows a loss of $3.19 or 33 per cent. The loss on this job nearly eats up the total profit on the $85.25 job.

The job showing the least loss is No. 32, which is 23 cents, on a total cost of $31.23, or 7-10 of 1 per cent. Not much of a loss, but a job of that amount should carry a fair-sized profit.

The question of cost on the basis of a thousand impressions is also interesting. The total is 306,875 and the cost for manufacturing $375.66 or $1.22 per thousand impressions.

Many of the jobs do not carry any cost for stock, yet it is a curious fact that the total cost of stock is about 29 per cent of the total received for the work.

Many other interesting facts can be had from a careful study of the costs and selling prices of the jobs, as, for instance, the number of jobs with 10 per cent, 20 per cent and 25 per cent profit, and figuring out if it were not better to have not done some jobs and thereby increased the total profits. There is a world of study in this simple statement of a month's business, and any printer with a cost system can analyze his business in the same manner as has been done here.

There has always been a tendency to analyze the expenses of a company, to keep a finger on the leaks, and it has become such a habit that it has overshadowed the one big thing that is of vital importance — that is, the losses that result from not getting a proper price for work. This is far more important than figuring some small saving in expenses.

To show this plainly, let's take the monthly expenses of this small plant and carefully analyze them as we did the profits and losses on the work done for the month. From his books my printer friend made the following statement of expenses, which agrees with his total costs of producing the work. He figures his plant worth $2,210.80, and on this basis his expenses for the month were as follows:

Proprietor's salary	$100.00
Paid employees for month	151.88
Rent for month	30.00
Light and heat	5.00
Power	4.30
Depreciation	18.59
Interest on plant investment and commercial investment	11.59
Office stationery and postage	3.00
Advertising	15.29
Insurance	3.48
Taxes	1.76
Bad accounts	3.25
Spoiled work	7.50
Telephone	2.75
Donations and deductions	3.74
Organization dues	2.00
Water, soap and towels, etc	1.25
Rollers, gauge-pins, etc	3.51
Miscellaneous expense	6.60
Total	$375.66

There can be hardly any one who will question that statement, as extravagance can not be shown. Three employees are hired at a total cost of $151.88. The proprietor draws $100 a month — surely not an enormous sum, for he could easily get that working for some one else. The rent may seem high, but it includes elevator service, and, for a city, is quite reasonable.

The sum of $15.29 was spent in advertising, but that is absolutely necessary in a large city (and a small one, too) if you want trade that will pay you a profit.

If you go through the list of expenses with a fine-tooth comb you will not find a single item that can be questioned, and it will be impossible to cut down the expenses to make additional profits. As a matter of fact the expenses for that size shop are remarkably low, and show conservative management. They could be increased $50 a month and be within the limits of reason.

Here you have presented both sides of the cost system — the side of the sales with their cost, and the total expenses of manufacture. This is but a tale any cost system can show, and it is the telling of such a tale each month to the man who conducts a printing-office that means prosperity and knowledge instead of poverty and knocks.

Can I present a more satisfactory object-lesson as to the value of a cost system? Can I prove the case of the cost system any better? Can you, Mr. Printer, without a cost system analyze your business and know what you are doing in a like manner? This is from a small shop and is used for that reason, because it tells the story of a cost system in a small shop, and its story is but a duplicate of what a system in a larger shop can tell.

A "Charity" Job.

Did you ever print a program for a local entertainment, where there were a list of speeches, the latest songs with names of composers that emptied the "z" box, and the "caste" of characters in a play and maybe a "menu" on one page?

What printing-office in the entire country has not had at one time or another just such a job, putting the best man on it to get up something "artistic"? The larger part of the town will be present to hear the exercises, and the printer must needs display his finest art properly to advertise himself as a "fancy job printer." The imprint must be on the back page, sure.

The last year's issues of THE INLAND PRINTER are brought forth, and the specimen department carefully gone over until a striking design is found that will work in with the reading-matter, and then there is a scurry for material, and a general cussing when one corner-piece is missing to complete the border design. Everybody in the shop hunts for it, and it is finally found where Johnny had been using it to hold his copy so the wind wouldn't blow it away.

After the title-page is set and proof pulled, every one in the shop must take a look at the proof and pass judgment on it, while the creator stands to one side and proudly looks on, or nervously cleans the type with the benzin brush waiting for the critics either to condemn or say "it will do."

It is the one piece of art work that goes out of the shop that week. Matilda Jones' wedding announcement and the ten thousand run of bill-heads for the leading merchant — which are big jobs — fall by the wayside and become a measly second when the program enters the field.

When it comes to billing the job, the proprietor is at a loss. He knows the pride the boys have put in the work, and that the job is worthy of his shop; and he also knows he had special stock for the job, so that it would look artistic, and not only that, but the entertainment is for the "good of the cause," and he must be reasonable. He thinks that surely the job is worth $8, but, gosh! that seems to be a lot of money for five hundred dinky sheets of paper, and maybe $6.50 is enough. Now, that's over $1.50 a page for the work. No, that's pretty high, too. Well, it's for a good cause, and will help to bring in other work, so he guesses $4.50 will be all right — but even that seems to be a lot of money for those fellows to pay for a luxury like a program, and maybe it is got up too good, and that's not their fault, so $4 ought to be all that a program is worth, anyway.

So the job is billed at $4, and the proprietor tries to forget, and hopes that he "came out all right" on the job. When this price is once made, his conscience is eased and jobs are taken at about the same price in the future, just because one job was done for that and was acceptable to all concerned.

As a matter of fact, program work has been one of the curses of the printing business, and if only the money that has been lost on this class of work alone could be recovered there would be a scarcity of mortgages on file for printing machinery.

No other class of work has been sold at such ridiculously low prices as the average program, and it seems to be a lack of nerve on the part of the printer to ask a right price, for fear of hearing —

"Good gracious! I didn't think they'd cost that much. Can't you do them cheaper than that?"

That is something a printer can hardly stand, so he makes a price to fit the other's pocketbook, to the depletion of his own.

It would be useless to write this without a concrete illustration, and so I have reproduced here the four pages of an ordinary program of the character most generally gotten out, and have obtained a record of costs on the job. The job was originally done some time ago, but I had it reprinted from the original manuscript by another concern so as to have two records of costs on the job, that I could be quite sure the time given was correct, and there was practically no difference between the two offices.

The reproduction will show that the job is not out of the ordinary, but just a plain piece of printing. The type was set 24 ems wide, and the page is 42 ems long. The size of the paper page was 8 by 5, cutting six out of 20 by 25 — 65 pounds. Antique cover cost 11¼ cents a pound. The total cost of the stock was $1.25.

The job was run two pages at a time on 10 by 15 C. & P. Gordon Press, and delivered flat.

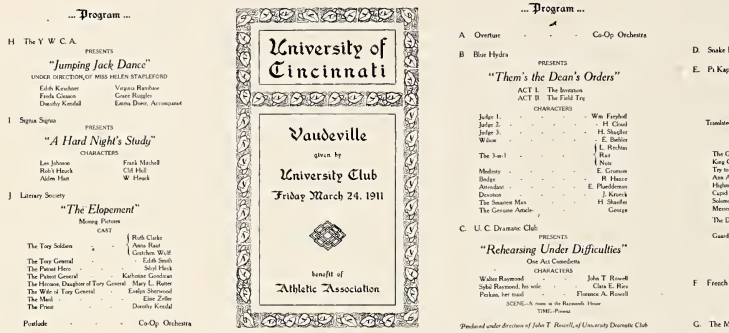
The record shows that the three program pages were set and made up by one employee in four hours, which included slight correction. The title-page was set up by another in

one hour — which is indeed quick work — but its simplicity accounts for that. It took fifteen minutes to lock up the two forms in the press ready to print.

Then comes a point many forget, and that is the cutting of the stock. It took fifteen minutes to jog, carefully cut and place on the press ready to be printed, the eighty-five sheets of cover. This is exceedingly fast time. If you don't believe it, try cutting that much paper into sheets 10 by 8, and see how much there is left of fifteen minutes from the time you start to count the paper until the time you have the pieces all neatly piled up ready to be printed.

If you cut the time in two — which is ridiculous — you can't even get the cost down to anywhere near the figure that this class of work is sold for.

There is no need of the printer being so charitable as to take real money out of his pockets in order that a few persons who wish to appear in the limelight on some program can have their cravings satisfied. The entertainment will be just as good without the program, and the printer the richer. But that is hardly the worst part of it. So filled with enthusiasm over the program, many country printers put the whole mess, just as set up, in their columns


... Program ...

H The Y W C A.

PRESENTS

"Jumping Jack Dance"

UNDER DIRECTION OF MISS HELEN STAPLEFORD

Edith Kershner — Virginia Renshaw
Freda Gleason — Grace Ruggles
Dorothy Kendall — Emma Dyer, Accompanist

I Sigma Sigma

PRESENTS

"A Hard Night's Study"

CHARACTERS

Lee Johnson — Frank Mitchell
Reb Houck — Clif Hill
Alden Hart — W Houck

J Literary Society

"The Elopement"

Moving Pictures

CAST

The Tory Soldiers — Ruth Clarke, Anna Hunt, Gretchen Wolff
The Tory General — Edith Smith
The Patriot Hero — Seyd Houck
The Patriot General — Katherine Goodman
The Heroine, Daughter of Tory General — Mary L. Potter
The Wife of Tory General — Evelyn Sherwood
The Maid — Elsie Zeller
The Priest — Dorothy Kendall

Postlude — Co-Op Orchestra

University of Cincinnati

Vaudeville

given by

University Club

Friday March 24. 1911

benefit of

Athletic Association

... Program ...

A Overture — Co-Op Orchestra

B Blue Hydra

PRESENTS

"Them's the Dean's Orders"

ACT I. The Invasion
ACT II. The Field Trip

CHARACTERS

Judge 1. — Wm Feyhoff
Judge 2. — H Cloud
Judge 3. — H. Shaffer
Wilson — E. Bethler
L. Richter
The 3-in-1 — Rist
Nuss
Modesty — E. Cranston
Bridge — R. Hauze
Attendant — E. Pfaehlemon
Doorkeep — J. Krueck
The Smartest Man — H. Shaffer
The Genuine Article — George

C. U. C. Dramatic Club

PRESENTS

"Rehearsing Under Difficulties"

One Act Comedietta

CHARACTERS

Walter Raymond — John T. Rowell
Sybil Raymond, his wife — Clara E. Hirt
Perkins, her maid — Florence A. Rowell

SCENE—A room in the Raymonds House
TIME—Present

Produced under direction of John T. Rowell, of University Dramatic Club

... Program ...

D. Snake Kennedy—n songs

E. Pi Kappa Alpha

PRESENTS

"An Agony"

A Home Play

Translated from the original Greek by Dr Tom, Dick or Harry
Staged by Pi Kappa Alpha

CHARACTERS

The Goddess A Dione — Judge Shaffer
King Crayon — Kid Wagner
Try to See Us — Cousin Walther
Ann Agonie — Fritz Lutin
Highman — Mac
Cupid — Dick Sterling
Salamonsken — Beake Stone
Messenger — Ed. Monagan
The Durham Bull — Bill Hull, Walter Monaghan
Guards — Tubby Allen, Shorty Fox

Chorus from the Thelon Old Man's Home
SCENE—Before the Palace of King Crayon
TIME—Alone 9:30 P. M.

F French Club

Presents Miss Leslie Henshaw in "Cafe Chanson"

G. The Mandolin Club of U. C.—n near music

Character of Work on Which Most Printers Lose Money. The Cost of This Four-page Program Was $10.

It took forty-five minutes to set the pins, make ready, show press proofs and be sure that everything was all right — margins, squaring up, right ink, and impression-screws all right, and every letter printing, for each of the two forms.

The printing took thirty minutes for each form, and in all two and one-half hours was consumed in the printing.

Taking the average hour costs as reported over the country (see Secretary Heath's report at the United Typothetæ Convention), which I am sure is none too low for the average small office, let's see what the cost of this job of programs will be, and what price it should bring if a fair profit were added to it. The average hour costs are: composition, $1.20; job press, 80 cents; cutting stock, $1.20.

The record on the job looks about like this:

	Cost.
85 sheets, 20 x 25 — 65, Antique Lucknow cover, at 11¼c	$ 1.25
Hand composition, 5¼ hours, at $1.20	6.30
Job press, 2½ hours, at 80c	2.00
Ink	.15
Cutting, ¼ hour, at $1.20	.30
Total cost	$10.00

Instead of being worth $4.50, or $6.50 or $8, the job really costs $10 to produce! And that without a single cent of profit. I have known of cases where such a job has been sold as low as $3, and even lower. If twenty-five per cent is added to the total cost, the selling price of five hundred four-page programs should be not less than $12.50. Think of the thousands that are being printed for less than half this sum!

The time required to do this work can not be denied. It was proven in two shops, and I believe in the average shop it will take even longer. The job is nothing difficult; it is quite plain, and selected just for that reason.

as a free advertisement! The gods surely groan when this occurs. And yet the typefoundries and supply men expect printers to pay their bills! They should be charitable, too.

KOHLSAAT AGAIN AT THE HEAD OF THE INTER OCEAN.

The Chicago *Inter Ocean* of October 10 announced that Herman H. Kohlsaat, after an absence of eighteen years, had again assumed control of the paper, having purchased the stock of George Wheeler Hinman, who, it is said, will retire from Chicago journalism. The paper will continue to be stalwart Republican, and its readers are promised a persistent and consistent fight against such features of progressiveism as the referendum and recall.

Typographically, Mr. Kohlsaat has banished the sensational heads and heavy type-faces on the front page, and printers are expecting to see the *Inter Ocean* gradually become more like the *Record-Herald, Post* or Frank McLaughlin's Philadelphia *Times*.

Since his previous connection with the *Inter Ocean* Mr. Kohlsaat has presided over the destinies of the Chicago *Times-Herald* (now the *Record-Herald*) and the Chicago *Post*. His name ceased to appear in the editorial columns of the *Record-Herald* about the time it became mixed up in the Lorimer-Hines controversy, and it is generally understood that his connection with the paper was nominal during the past year.

The consequent reorganization of the *Record-Herald* force results in James S. Seymour, formerly of the New York *Evening Post* and the New York *Commercial Advertiser*, assuming the position of president, publisher and editor, while A. D. Mayo leaves the advertising department to take the business manager's chair.

PRODUCTIVE EFFICIENCY

BY R. T. PORTE.

Again "Preserving" Type.

A writer to this department refers to a recent article on "Preserving Type," and states that he used practically the same method, but instead of sacks he used the cheap folding cartons of a standard size. This, we believe, is an added advantage, as the carton is less liable to be damaged in handling than the sack, and has all the dustproof qualities of the other.

Those interested are referred to the June number of THE INLAND PRINTER, page 403, where a complete description is given of a safe, cheap, convenient and dustproof method of storing type.

"Letting Up."

The printing industry has just passed through a trying period, as never before has business been so universally dull as it has been the past summer — in fact the past twelve months. That there have not been more failures among printers is something incomprehensible, yet they have weathered the storm, and very few failures have been reported or price-cutting crusades started.

Aside from the strictly business aspect of the situation, there have developed conditions that have much to do with productive efficiency — conditions that came home very forcibly to printers using cost systems. One such printer puts it very plainly in a letter to this department:

"We have just gone through a dull spell, and several very serious things have come up that we are beginning to find out. We did not care to discharge our help when the work dropped off, and only laid a few off, but kept most of our people on the pay-roll. There was not much work to do, so we slacked up a little and the boys took their time in doing things. We did not consider the seriousness of this until we began to get returns on some of our work, which showed an abnormally high cost. It then struck us that we could not charge our customers for this, and we had somewhat of a problem to solve. Our men did not want to lay around and do nothing, so stretched their work, but the result was bad for our costs. What is your idea?"

Here is quite a problem, and, looking at fundamentals, the average proprietor has only himself to blame when employees string a job along to fill in time.

Nothing seems to fill the soul of the average owner of a print-shop with so much grief as to see two or three of his people sitting around doing nothing. He has the blues, dumps, grumps and grouch all at once, and everybody around feels uneasy. So the tendency is to "keep busy" at any risk, for the boss will not be wise.

This means a letting down of speed, a slackening that is very harmful and wasteful as well. The increased cost is bound to come, and is absolutely wrong.

The cost system is teaching the fallacy of this, and is able to show, where mere words fail, that the workman should do his work, during dull or busy seasons, at the same speed, and when there is nothing to do, do it. The proprietor or superintendent will soon be able to figure this out for himself, and will not frown or get the dumps when the bunch starts in the morning and cleans up the work at record speed and loafs the afternoon. It is better all around, as the workmen will keep their gait and be ready to handle any proposition that comes up. Besides this, the estimator will not tear his hair in trying to figure out why his averages fall down so far on the job.

One proprietor who faced just such a situation solved the question to his satisfaction. He did not care to let his crew go, so decided to lay off day by day in rotation such men as he did not need, always keeping a few in case of emergency. He made an agreement with the men that they were never to receive less than three-quarters pay in any one week, and should hold themselves in readiness to go to work at any moment. The *esprit de eorps* of the men was retained, the trying dull season satisfactorily ended, and when the rush came the trained men were on hand to handle the work with the usual speed.

It is true that the hour costs ran up, but the law of averages will make up for it, and while the costs during the busy season will be lower, the owner will use an average that will cover the high costs and his customers will be benefited, as the work will be done by men who are regular employees and understand the work through years of service. This problem is going to present itself at some time to every owner of a printing-office running a cost system. The only solution seems to be, as shown by the light of experience, that the work must be finished in as quick a time as possible, whether during a busy or dull period. It is not the workman's fault if there is no work, and conditions should not be such that he will string his work to kill time.

"Dope."

Figuring there are ten thousand cylinder or job pressmen in the United States, as a very conservative estimate, it can be safely said there are ten thousand "secret" formulæ to be used in ink to make it "work." The only trouble with that sentence is that it is a little mild — not quite up to the standard of veracity that should be necessary in conducting this department — but it's near the truth, anyway.

Every pressman seems to have it in his system that he knows just how to "fix" ink for the press, and has on his ink-shelf a handy bottle of some secret concoction which outdoes all the magic potions ever written about in the past. He is not content with taking ink made by experts, and using common sense by putting it in the press and using it for the purpose intended. The sight of the thick, delicious-looking mass appeals to him, and the mysteriousness of such a thing as spreading this stuff thinly over type and

leaving it in lovely design and color on the paper also appeals to him, and he is not content to let it go at that, but must add his mite to the mixture.

That is where the inkmaker begins to tear his hair! And the proprietor of a print-shop uses unprintable language because the ink isn't any good!

Just think of a pressman holding a press an hour while he dopes ten pounds of red ink by adding a reducer — or a thickener — on a slab with a knife or paddle or any old thing, when the inkmaker would gladly make the ink the right degree of softness in five minutes in an ink mill made for the purpose.

Some pressmen want their ink like rubber so they can "reduce" it — others like water so they can add lard, paraffin, magnesia, or maybe talcum powder, to make it *work* right. The time wasted by these ten thousand pressmen in a year, uselessly doping ink that is made right in the first place, would add a very tidy sum to the profits of the printers of the country. It would at least pay all the expenses of one national printers' organization for some time to come. Each pressman seems to glory in his special "dope" and doesn't understand why other pressmen succeed in printing a single thing without their great and wonderful secret potion, which must be added to all inks alike — cheap or high-grade.

There's the celebrated secret "dope" which turns the dullest of dead-colored ink into the most shiny, polished gloss imaginable.

There's the sure-pop "dope" that stops all "picking" and never fails.

There's the everlasting "dope" to put on the press and the ink will never dry on the rollers — no, never.

There's the rapid "dope" which makes any old kind of ink dry on the paper instantly, and never an offset on the blackest of black cuts.

There's the rich-cream "dope" that makes the thinnest ink into the consistency of heavy mud and still prints in the greatest manner possible.

There's the limpid "dope" that "cuts" the heaviest ink and spoils not its quality, and the fountain can be left wide open and no damage done.

There's the secret "dope ——"

But why go on? They are all the best and only, and the average inkmaker's files are bursting with letters from pressmen who will sell their secret at a fabulous price, and it will cure all the ills of the inkmaker.

And the funniest part — or saddest, as you look at it — is that these "secrets" are so near alike. They most all consist of such common things as coal-oil, glycerin, lard, magnesia, cobora, chloroform, ether, vaselin, linseed oil, machine oil, wagon grease — and oil of wintergreen. Not one of these secret mixtures is complete without this last item; by no possibility could they be a success without "ten drops of oil of wintergreen" added. It seems to be the one real necessity that must in all cases be in each of these "secret" potions, but in vain have we tried to find out what for, except that it smells nice. The amount is always so small it can't do any good, but is just enough to give a "tone" to the mixture.

In viewing the whole matter, considering the "dope" problem from every standpoint, we believe that oil of wintergreen is the stuff that is needed, and would suggest, if "flavor" must be added to ink, that, to save time in the pressroom hereafter, all pressmen pour a few drops of oil of wintergreen in their shoes each morning before going to work, and it will save them much hard labor, and perhaps do more good than adding a like amount to the ink they use during the day.

"Checking."

It is no light task to keep track of the pages of a large catalogue or book in its different processes of composition, and to try to retain it all in your memory so that there will be no hitch is a feat very few can accomplish.

If it is a catalogue and there is a particular rush on the job, it is necessary to get the copy into the hands of the compositors at the earliest moment. The copy will not come in order, and pages in the back of the book are liable to be ready before those of the front part. Some cut will be missing in a certain page, holding up a whole form otherwise ready to go to press. When the pages have to be sent to the foundry for electrotypes, the complications that may arise are even worse, and unless the superintendent has a level head he will be in a sweet mess in a very short time. The greater the rush, the more delays and mishaps, until it looks as though the thing will never get to press.

After going through the torture of several large catalogues and editions of large books, and trying by every conceivable method to rush things, keep track of what was coming in, what was set, what was sent to the foundry, whether a certain signature was ready to go to press, and looking after a hundred — it seemed to him a million — other things, one superintendent devised a simple and ingenious method of keeping tab on the work with the minimum of labor, which tells at a glance just the progress he is making with a job, and enabling him in a second to answer any question about the work. This superintendent made a table of signatures of sixteens, numbering each sixteen from 1 up to 129 — totaling 2,064 pages. Each signature he ran across the page, but put the numbers of all pages on the inside form in black figures, linking the corresponding pages by hyphens. Sufficient room was left between the figures so that he could make any notation he desired, thus being able to know the conditions of each signature.

(1)	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16		
(2)	17	18-19	20-21	22-23	24-25	26-27	28-29	30-31	32	1
(3)	33	34-35	36-37	38-39	40-41	42-43	44-45	46-47	48	
(4)	49	50-51	52-53	54-55	56-57	58-59	60-61	62-63	64	
(5)	65	66-67	68-69	70-71	72-73	74-75	76-77	78-79	80	2
(6)	81	82-83	84-85	86-87	88-89	90-91	92-93	94-95	96	
(7)	97	98-99	100-101	102-103	104-105	106-107	108-109	110-111	112	
(8)	113	114-115	116-117	118-119	120-121	122-123	124-125	126-127	128	3
(9)	129	130-131	132-133	134-135	136-137	138-139	140-141	142-143	144	
(10)	145	146-147	148-149	150-151	152-153	154-155	156-157	158-159	160	
(11)	161	162-163	164-165	166-167	168-169	170-171	172-173	174-175	176	4
(12)	177	178-179	180-181	182-183	184-185	186-187	188-189	190-191	192	
(13)	193	194-195	196-197	198-199	200-201	202-203	204-205	206-207	208	
(14)	209	210-211	212-213	214-215	216-217	218-219	220-221	222-223	224	5
(15)	225	226-227	228-229	230-231	232-233	234-235	236-237	238-239	240	
(16)	241	242-243	244-245	246-247	248-249	250-251	252-253	254-255	256	
(17)	257	258-259	260-261	262-263	264-265	266-267	268-269	270-271	272	6
(18)	273	274-275	276-277	278-279	280-281	282-283	284-285	286-287	288	

Showing Method of "Keeping Tab" on Type Pages.

When the completed copy for a page or number of pages comes he puts a ring around the page numbers. If it is a job containing cuts, he carefully checks the cuts with the requirements of the copy, and if all are there, the ring suffices. Should one cut be missing, but it is desirable to go ahead on the page, a red circle is put around the number, and when the cut comes it is indicated by using black over the red.

When the page is set and proof sent out a dot is put either before or after the number, and when it is returned it is changed to a check-mark (√). After the page has received its final corrections and is ready to go to the foundry a slanting line (/) is put over the number, and when the plate comes back another line is put over the number, making a cross (×), which shows that the page is ready for the press.

If the job is run in sixteens and backed by opposite sixteens, making a complete thirty-two, all the pages indi-

cated by black figures go to press — or the light ones, if ready first. The table indicates what the pages are, and only a glance at it shows just what pages have been completed and no question or doubt can be raised.

If an "eight" in signature 1 is ready, and an "eight" in signature 5, they can go to press, and be backed up by signatures that are ready later.

Much valuable time can be saved by the simple use of such a table, and it is handy in more ways than the one described here.

It will be noticed that the sixteens are divided into sections of three and numbered on the right side. This is for convenience in packing plates. Boxes are made to hold forty-eight unmounted plates, and numbered according to the figures at the right. Thus any page can be easily found by referring to the table and the box number, avoiding the necessity of opening the wrong box to find the desired page. In a book of one hundred or two hundred pages it is easy to keep track, but when it is liable to get up into the five hundreds, as in many books, such a table is exceedingly useful.

It is impossible to reproduce the table in its entirety here, but enough is shown to give a general idea, and it can be easily carried out to a larger number of pages.

Such things as this — simple in the extreme — help to make real productive efficiency. They also make life more pleasant for everybody connected with work in a printing-office.

LOVERS HAVE ACCIDENTS.

She stood, calm and majestic, awaiting his arrival. As he entered the room she threw him a sharp glance. A little embarrassed, he scattered his eyesight, whereupon she flung him a bitter taunt. Goaded beyond endurance, he hurled invective, and she burst into tears. Then his voice broke; she cast down her eyes, her face fell, and she dropped her hands at her side.

He lost his head, his temples were overturned and his courage oozed out at his finger ends. He was beside himself, and stood rooted to the spot. She crushed him with a look, and he was all broken up.

She, too, was terribly upset and went all to pieces.

By chance the parlor maid entered.

Seeing the débris, she swept the room with a glance and immediately dusted.— *Chicago Record-Herald.*

CHARLES DICKENS' WRITING.

The easily read writing of Charles Dickens — if not its beauty of outline — was probably a legacy of his early days when, as he says himself, he was "the best and most rapid reporter ever known." He had to hurry to and from country meetings by coach and postchaise, and to transcribe his notes "by the flickering aid of a carriage-lamp over roads that almost jumped me out of my seat." The result was a handwriting in which every letter was perfectly formed. The Dyce and Forster collection at South Kensington contains many specimens of Dickens' beautiful and microscopic hand, which, although the pages are plentifully interlined, made excellent copy for the compositor.—*London Chronicle.*

MISSING LABELS.

"There's only one thing I've got against the *Congressional Record*," said Farmer Corntossel. "You refer to its occasional suspension of publication?" "No. It's kind o' misleadin'. A lot of the speeches our Congressman makes about hisself ought to be marked 'advt.'" — *Washington Star.*



A DAY OFF.

Photograph by J. E. Fuller, Barron, Wisconsin, courtesy of W. F. Durnal, *Barron County Shield*, Barron, Wisconsin.

To have my dearest wish
I take my rod, and fish,
'Mid the daisies in the spring
Or the goldenrod in fall.
The months there is no fishin'
I peter out in wishin'
For the happy, happy hours
And the woodland's dreamy call.

To wade in swirling streams
Or to revel in my dreams
A-sitting on the bank
With my rod for companie.
Just me and earth and heaven.
And in my soul a leaven,
Restoring joy in living
With a spirit bright and free.—*A. H. M.*

OPPOSITES.

The dapper little ribbon-clerk gazed languishingly into the dark eyes of the handsome brunette waitress.

"Isn't it wonderful," he gurgled, "how opposites seem to be attracted to each other?"

"It sure is," agreed the beauty. "I noticed only to-day that the tallest man at the lunch-counter ordered short-cake." — *Lippincott's.*

A GORY MOMENT.

"What's the matter with Briggs?"

"He was getting shaved by a lady barber when a mouse ran across the floor." — *Life.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technica research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Etching on Maple and Apple Wood.

C. K. S., Poster Printery, San Francisco, writes: "Can you inform me of any acid or solution that will or can be used for making rough etchings on maple or apple wood suitable for printing from?"

Answer.— This might be termed a knotty problem. Let us see which one of our readers will be first to solve it.

Iodid of Potassium Substitute.

In the July INLAND PRINTER, page 569, a substitute for expensive iodid of potassium was given. Now a writer in *Process Work* says: "As to a substitute for iodid of potassium in the cutting solution for negatives I am still waiting to hear of a cheaper method than the following: A few drops of perchlorid of iron in about two ounces of water, flowed on the negative before intensification, renders the image capable of being acted on and soluble in the cyanid fixing bath. It is equally suitable for half-tone and line."

Yellow Stains in Negatives.

"Photographer," Atlanta, Georgia, sends a stripped half-tone collodion film which, when laid on a piece of white paper and looked on with reflected light, shows a decided yellow color slightly stronger in one corner. In the letter accompanying it he says he has been troubled much of late with this yellow stain, particularly on rush newspaper work. He asks for the cause of it.

Answer.— The word "rush" in the letter explains the cause. The negative is rushed through without washing out the excess of copper intensifier not taken up by the image. This sulphate of copper, with a slight trace of silver, probably remains unwashed from the collodion film, and the sodium sulphid combines with it and makes the yellow stain that can be removed only with an acid. Plenty of washing is the remedy, but as that is out of the question in rush newspaper work the stain danger can be minimized by using collodion as thin in body as possible. Fix well. After using the copper and before blackening, flow with a weak nitric acid solution and then use fresh sodium sulphid that has been kept in well-stoppered bottles. Stale sulphid solution is the chief cause of yellow stains.

Color Process Improvement.

E. H. Gamble, of New Zealand, has patented a process of making color-record negatives that has apparent possibilities. *Process Work* thus describes it: "The inventor takes thin negatives of the picture through each of the color-filters. These negatives he projects back on the picture again by means of a lantern, taking care to get the negative image in exact register with the picture. The effect is that the whites seem to be covered with a light-gray tint, which also covers more or less all parts, except the color which is transparent in the color-record negative. While the original is thus illuminated with the lantern the original is photographed as usual through the tri-color filters in succession to obtain the half-tone negatives for blockmaking or lithography. The result is that negatives are produced with the correct color effect for each of the three printing-plates. It will be well understood that this saves the greater part of the fine etching which has to be done to remove the flatness caused by the overlapping half-tone tint on the lighter parts." The means for carrying out the invention are of the most simple character, involving nothing more than a lantern, which also serves as a camera for taking the projection negatives. This lantern is attached to the copying stand of the ordinary half-tone camera by means of a sliding base, fixed at an angle of about forty-five degrees. The projection negative image is of a trapezium shape when taken, but when projected back at the same angle it is, of course, converted, and exactly registers with the original. Besides the primary object of colorwork, the process is particularly suitable for obtaining high-light effects. The inventor intends to demonstrate his process in this country.

Photogravure in Lines in the United States.

"Publisher," Boston, writes: "My pressroom foreman says THE INLAND PRINTER can give some information I am seeking. I want to get approximate dates as to when photogravure plates were first engraved in lines in the United States. I know that grain photogravure is old, but my understanding is that making photogravures with a half-tone screen has only been in use for, say, five or six years. At least I did not see any before that time, and I have watched printing developments closely."

Answer.— The writer has several photogravure prints made through a wavy-line half-tone screen by Gen. Frederick W. Von Egloffstein in 1868, when he was managing the Heliographic Engraving & Printing Company, which concern occupied a whole building at 135 West Twenty-fifth street, New York. It was expected at that time that the United States Government bank-notes would be engraved in that way to prevent counterfeiting. The Von Egloffstein photogravures were beautifully executed. W. H. Gilbo, the pioneer engraver by photogravure in this country, engraved a set of illustrations from wash drawings by Alfred Kappes for "Idyls of the King" through the use of a ruled screen. They were copyrighted by Pollard & Moss, in 1885. Many of those photogravures are as beautiful in effect as anything engraved to-day in a similar manner. W. H. Bartholomew, of Brooklyn, whose relief-plate half-tones were sought by magazine publishers some years ago,

engraved with a half-tone screen on a cylinder in 1906 the illustrations for "Rosemary in Search of a Father," published by McClure, Phillips & Co., and copyrighted in 1906. These illustrations were rotary photogravures printed from the copper roll by Joseph Stark, and have some historical interest even now.

Rotary Photogravure and Offset.

T. W. L., New York, asks: "Why do not some of the rotary-photogravure printers combine the rotary photogravure engraved roll with the offset press, and then they could print on any old thing in the way of a rough surface? I have drawings for such a press — rough drawings only. Would it be worth while to patent a press of that kind? If so I would work up the drawings, as I am a mechanical draftsman."

Answer.— This idea has been tried out before and is possibly in use now, though just where can not be recalled. All that would be gained is that certain rough surfaces might receive an impression that would sink further into the low spots in the surface, but such work is not worth constructing a special press for. The rich velvety tones in the shadows of a photogravure impression would be destroyed if offset from a rubber blanket. There is a new press in England called the "Renaissance," which does this very thing. It prints from a photogravure plate on to a rubber roll from which the impression is offset on paper. The photogravure on this press is made on thin sheet copper and drawn tight around a cylinder. As to your design for a press, draw it out by all means and have it dated and witnessed properly, which records the invention until you are prepared to apply for a patent.

Brief Answers to a Few Correspondents.

Middows Brothers & Co., London, can get the new "Monel" metal, mentioned for engravers' use in our May issue, from the International Nickel Company, 43 Exchange place, New York.

"Engravers," Chicago: It would be just as well not to publish here the size of your largest half-tone plate, for C. Angerer & Goschl, Vienna, have engraved a half-tone plate in one piece 48 by 40 inches with a 150-line screen, and comparisons would be odious, as the saying is.

"Inventor," Bridgeport, Connecticut: There have been several patents for methods of securing the size wanted on the ground glass, and at the same time have the image kept automatically in focus. If your device is practicable, by all means patent it, for there is need of such an invention.

G. H. S., Brooklyn, New York: It is not necessary to build a large skylight to illuminate copy by daylight for making three-color-record negatives. Color-plate makers who have skylights prefer to shut out the light and use open arc electric lights.

J. W. D., Cincinnati, Ohio: The arc of your electric lamp wanders all around the carbons because the carbons are too large for the quantity of electric current used. Use carbons of smaller diameter or grind one side of the present carbons flat.

Offset Plates and Retouching Them.

"Offset," Cleveland, writes: "Here is a curious thing that I wish I could find some explanation for: For many years I have been accustomed to drawing and retouching on grained litho stones, and now that I have to do the same work on grained zinc plates for the offset press I have trouble with the work leaving the zinc, though I use the identical crayons and autograph ink I always used on stone. I am not a chemist or I suppose I could study it out for myself. I know another man who is up against the same trouble. We will be grateful if THE INLAND PRINTER can help us out."

Answer.— There is hardly enough information in this letter to formulate a remedy, though the following may be the difficulty: Lithographic crayon and lithographic autographic ink, or tusche, contains a large proportion of soap. The litho-crayon is usually one-half soap, while the tusche is composed of one-fourth soap. Now, if you are a lithographer, you usually etched your work with nitric acid and gum, and the reason for this was that you thus destroyed the lye in the soap and changed the soap into a substance insoluble in water. Soap, as you know, is soluble in water, so that if you go over your drawing or retouching on the grained zinc plate with water before etching you are liable to weaken the ink, because the soap in it absorbs water. You should keep water away from the work until the ink has first been treated with an acid of some kind to change the alkali in the ink to an acid. Phosphoric, oxalic or other vegetable acids are generally used. It is the writer's opinion that tusche should not be used on a grained zinc plate, anyway, and that the crayons and retouching fluids for the offset press should contain wax, grease and asphalt, but no soap, and the solvent for the inks should be turpentine and not water.

The Chromotype Process.

From St. Louis comes a book of samples of color-printing made from plates done by the chromotype process. The chromotype film, according to the circular, "is a highly transparent, noninflammable, fiberless sheet, having a sharply grained surface, not affected by atmospheric conditions and keeping its register perfectly. It is made in three degrees of grain — 'velvet,' 'medium' and 'coarse.' The 'special' film is very thin and can be printed from either side, and the 'regular' used for lithographic transferring."

The value of the chromotype film is that when laid over any kind of copy a tracing can be made from the copy with either pen or pencil, and this tracing can afterward be utilized to make negatives without a camera that will be absolutely in register with the original copy, providing the tracing is made with care.

When the drawing or tracing is made on the chromotype film it is flowed with a red varnish and a negative developed with gasoline from which prints can be made on sensitized metal plates or stone. So that, with a print from any job, tint-blocks or color-plates may be made from it with great ease and exactly as the artist intends they should be.

Every artist, engraver and lithographer should send at once for a sample book of work made by this process, so that he may see the various applications of the process and learn how it can be adapted to his own special line of work; for undoubtedly there are many new applications of this process that have not been discovered by the Chromotype Process Company, which concern controls the invention. The company's address is 804 Columbia building, St. Louis, Missouri.

SECOND SIGHT.

"Mamma, our governess can see in the dark."

"How do you know that?"

"Last night out in the hall I heard her tell father that he hadn't had a shave." — *Fliegende Blaetter.*

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

"Advertising and Selling."

(1332) "Can you supply me with the address of the firm publishing *Advertising and Selling?*"

Answer.—No. 71 West Twenty-fifth street, New York.

Rags for Washing Presses.

(1340) "Can you give us the address of a concern from whom we can purchase rags for washing presses?"

Answer.—Ideal Sanitary Supply Company, 1930 Warren avenue, Chicago.

Maratta's Chromatoscope Chart.

(1329) "Where can I get Maratta's Chromatoscope Chart for matching colors to paper?"

Answer.—Philip Ruxton, Incorporated, 161 West Harrison street, Chicago.

Automatic Card Press Made in Chicago.

(1330) "Could you give me the address of a firm in Chicago that manufactures an automatic card press?"

Answer.—Automatic Printing Press Company, 216 South Jefferson street.

Pictures of Renowned Men.

(1323) "Kindly let me know where I can get sheet pictures of great American and European men, buildings, landscapes, etc."

Answer.—Trans-Atlantic News Service Company, 5 Beekman street, New York.

Carbonized Paper.

(1326) "Kindly advise us where we can purchase paper like sample [carbonized] enclosed. We have written a couple of firms, but they seem to have a monopoly on it."

Answer.—General Manifold & Printing Company, 727 South Dearborn street, Chicago.

Linotype Machinist's Journal.

(1331) "Will you kindly inform me as to where I can find a journal that is devoted exclusively to linotype machinists or makes a specialty of that department of the printing trade?"

Answer.—*Typesetting Machine Engineers Journal*, 23 Duane street, New York.

Pencil-printing Presses.

(1321) "Please advise me the address of some printing-supply house manufacturing a pencil-printing press for printing on round and hexagon pencils."

Answer.—Dunning Brothers, Incorporated, 64 Fulton street, New York; George W. Swift, Bordentown, N. J.; Blanchard Brothers Company, Incorporated, Davenport, Iowa; George Turner, Jr., Merchantville, N. J.

Stock Cuts for Nursery and Seed Catalogues.

(1341) "Can you furnish us with the address of engravers who make stock cuts for nursery and seed catalogues?"

Answer.—It is our information that engravers do not carry these in stock. They may be purchased of Vaughan's Seed Store, 31 Randolph street, Chicago.

"Kraft" Envelopes.

(1322) "Kindly inform us where we may obtain 'Kraft' envelopes, as we have quite a demand for them and have not been able to get them from our jobbers."

Answer.—All large envelope manufacturers. The Bourke-Rice Envelope Company, 507 West Jackson boulevard, Chicago, makes a specialty of "Kraft" envelopes.

Zinc Etching.

(1335) "Will you kindly send me the title, and, if possible, the price, of some standard practical work on zinc etching which describes the methods in detail? I am a printer and desire to increase my knowledge of the allied trades."

Answer.—"Line Photoengraving," by William Gamble. For sale by The Inland Printer Company; price, $3.50.

Stock for Embossed Program Covers.

(1319) "Please send us several names of firms who have a stock of high-class embossed program covers. We have been in touch with a concern in New York, but its old line does not give us as high-grade a line as we are looking for."

Answer.—Penn Card & Paper Company, 20 North Sixth street, Philadelphia, Pa.; Butler Paper Company, 221 West Monroe street, Chicago.

"American" Line of Bank Pass-books.

(1339) "Will you kindly tell us what firm (and its address) manufactures the 'American' line of bank pass-books?"

Answer.—We have been unable to learn the name of the company making this particular line. The following concerns manufacture bank pass-books: J. B. Kunz Company, Incorporated, Huntingdon, Pa.; P. F. Pettibone & Co., 10 South La Salle street, Chicago; Shea Smith & Co., 320 Federal street, Chicago.

Tabular Work on Linotype.

(1333) "We have been favored several times in the past by you with advice, etc., on work in hand, and we take the liberty of again addressing you and trust you may be able to help us out of a difficulty. We have a great deal of work similar to the enclosed copy [tax receipt] and heretofore have been having it all wax-engraved, but this process

is very expensive and it is our opinion that such work could be done satisfactorily on the linotype, and we would ask your advice on the matter."

Answer.— Work of this kind can readily be done on the linotype.

Acid-spray Etching Machine.

(1325) "We understand that there is an acid-spray etching machine used by photoengravers. Would you be kind enough to give us the address of the people who make or handle this kind of machine?"

Answer.— Williams-Lloyd Machinery Company, 638 Federal street, Chicago; Graphic Arts Company, 1429 North Twenty-first street, Philadelphia, Pa.; Robert C. Kroll, Box 1181, St. Louis, Mo.; S. H. Horgan, Tribune building, New York.

Wax Plates for Engravings.

(1336) "Will you kindly inform me, at your earliest convenience, of whom I can secure a treatise on how to make wax plates or engravings from which electros may be made? Am very poorly informed on this subject, and will appreciate any information you feel disposed to give?"

Answer.— We are unable to refer you to such a treatise. This work is done by the Globe Engraving & Electrotype Company, 711 South Dearborn street, Chicago. Possibly arrangements could be made with this concern to have one of your men taught the process at its plant.

Reprints of American-made Printing Machines.

(1338) "Being a subscriber to your very excellent trade journal, I would feel grateful if you could advise me as to where I could secure reprints (old ones) of American-made printing machines. A foreman-printer whom I correspond with in Ireland wishes to secure some, if possible."

Answer.— We do not quite understand what you mean by old "reprints." Possibly your correspondent desires to secure old copies of THE INLAND PRINTER containing information and illustrations of early American-built presses. We have a number of these on hand, the prices of which range from $1 up, according to age.

Stringing Machine.

(1324) "Will you kindly advise us where we can get information as to who manufactures a stringing machine? We mean by this, a machine that will punch a hole in the corner of a booklet, loop and tie a string with one operation. We understand that there is one on the market which is leased by the maker and not sold. We would appreciate any information which you can give us."

Answer.— Joseph E. Smyth Company, 644 Federal street, Chicago. It is our understanding, however, that these machines are either sold or leased, as desired.

Sales-slip Printing — Accordion Folding.

(1334) "Will you please tell us what make of press the American Sales Book Company uses to print its sales slips, samples of which we enclose — long continuous strip; also the make of folder used to fold these slips, as per sample (what we call the accordion fold). We have never seen such a folder advertised and have been told that same is a patented invention of the American Sales Book Company, and not on the market. Is this correct?"

Answer.— We do not know what make of press the company referred to uses. Presses adapted to this particular work, however, are manufactured by the Kidder Press Company, care Gibbs Brower Company, 261 Broadway, New York; Meisel Press & Manufacturing Company, 946 Dorchester avenue, Boston, Mass.; Regina Company, Marbridge building, New York. The Cleveland Folding Machine Company, Cleveland, Ohio, manufactures a folding machine of the kind you describe. We have no information as to the American Sales Book Company having a patented invention for making the accordion fold.

Imported Beveling Machines.

(1328) "One of our friends is trying to find out where he can get a machine to bevel such stock as calendars, photo mounts, heavy post-cards, etc., but wants at the same time to be able to put gold leaf on this bevel. If you can give us any information as to who makes such a machine as this we will appreciate it very much."

Answer.— Imported beveling machines are carried by Louis Dejonge & Co., 71 Duane street, New York; H. Hinze, Tribune building, New York. The Smith-Holmquist Company, St. Paul, Minnesota, manufactures beveling machines.

Journalism Taught by Correspondence.

Robert Elsmere, of Jackson, Michigan, writes THE INLAND PRINTER as follows regarding an inquiry which appeared in this department of the August issue: "I have just noticed in your Question Box of the August number of THE INLAND PRINTER a request for the address of a school which teaches journalism by correspondence. As an advanced student, I can heartily recommend the Page-Davis School, of Chicago, Illinois, Page building, Michigan avenue and Fortieth street. I am sure that they can teach all details in newspaper work, and I am confident, through experience with them, that they are competent instructors. Their course includes every phase of the work, from cub to the highest executive, and they will give their students a square deal and allow payment to be made on easy terms if desired. The student is required to do actual work, thus strengthening his power to produce results when the course is completed. The above answer is given to question No. 1153. As a subscriber to THE INLAND PRINTER I have taken this opportunity to help a brother printer, hoping that this information will reach him O. K. and that THE INLAND PRINTER will continue to thrive."

Clean Face on Big Type.

(1320) "(1) While casting hollow type from fifty-four-point to seventy-two-point, from pivotal machines (worked by hand), we do not obtain a clear face on the type. This gives bad printing. Please explain how to evade this difficulty with the component parts of the metals required for turning out as good type as the American Type Foundry's products. Samples are sent per separate post. (2) What process should be adopted to number both ends of measured brass rules? If any machinery is required for stamping, please let us know from which firm it is available."

Answer.— The casting of fifty-four-point to seventy-two-point type would be improved if the cores which are now used were done away with. These cores form an obstruction to the free flow of the metal, and therefore produce bad type. The chocker valve and pump should always be tight-fitting, and this has more to do with the result than the quality of metal. The metal you are using could be improved by the addition of tin, and made harder by the addition of antimony. A good metal for this type can be made from the following mixture: Seventy-five per cent lead, fifteen per cent antimony, ten per cent tin. (2) There are no machines on the market for numbering brass rule. The American Type Founders Company uses one, but hand-numbering is resorted to by most makers.

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34.

As this copy is being prepared the entries in Ad.-setting Contest No. 34 are coming in rapidly, but, as predicted last month, there will not be as many ads. as there were in the last contest, as the ad. is a much larger one, requiring more thought and labor, so there is no question but there will be sets enough to go around. As soon as the contest closes the ads. will be arranged in sets, and one of these will be sent to every contestant. If any contestant has not received his set of ads. by the time this issue of THE INLAND PRINTER reaches him, he should write me at once. It is doubtful if the result of the contest can be announced next month, as it takes considerable time to receive the selections of the contestants, ascertain the winners, and then secure their photographs, but everything will surely be in readiness for the January issue.

Advertising Rates for a Circulation of 1,500.

It is difficult to compile advertising rates that will apply to papers of the same circulation in different parts of the country. The following letter from A. L. Lindbeck, one of the proprietors of the Medford (Okla.) *Star*, demonstrates this, as the card he describes as "ridiculously low" was criticized by another publisher as being too high:

Inland Printer, Chicago, Illinois: MEDFORD, OKLA.

GENTLEMEN,—I have been watching THE INLAND PRINTER and other trade journals for some time for a rate-card that would fit our circulation, which is about 1,500. In the January, 1912, issue of THE INLAND PRINTER there appeared a rate-card for a seven-column paper with a circulation of from 1,000 to 1,200. This card showed a rate as low as 6½ cents per inch on yearly contracts of a column space. This seems absurdly low to me, although some of the short-time rates are a little higher than we get. Can you give us a rate-card to meet the requirements of our circulation, figuring that the ad. changes every week? Also what discount would be proper for electros and plate-matter? Additional charges for special positions? And rates on open-space contracts? These are questions which have bothered us for a long time, and we have never been able to figure out a satisfactory answer to them. The *Star* is a six-column quarto, all home print. Yours truly,

A. L. LINDBECK.

Two cards are given below, one of which should meet the requirements of the *Star*. The first card would ordinarily be recommended for a circulation of 1,500, but if higher rates can be secured the second card should be adopted:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$.40	$.70	$1.05	$1.35	$3.55	$ 6.10	$10.25
2 inches	.70	1.35	1.95	2.45	6.10	10.25	16.75
3 "	1.05	1.95	2.70	3.35	8.15	13.50	22.00
4 "	1.35	2.45	3.35	4.15	10.25	16.75	27.00
5 "	1.70	2.95	3.95	4.95	12.00	19.50	32.00
6 "	1.95	3.35	4.55	5.75	13.50	22.00	36.00
8 "	2.45	4.15	5.75	7.05	16.75	27.00	45.00
10 "	2.95	4.95	6.75	8.35	19.50	32.00	53.00
20 "	4.95	8.35	11.25	15.75	32.00	53.00	86.00

Open-space contracts:

50 inches and less than 100 inches	$.20
100 inches and less than 250 inches	.16
250 inches and less than 500 inches	.13
500 inches and less than 1,000 inches	.10
1,000 inches and over	.08½

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$.45	$.80	$1.15	$1.55	$ 4.05	$ 6.95	$11.50
2 inches	.80	1.55	2.20	2.75	6.95	11.50	19.25
3 "	1.15	2.20	3.05	3.80	9.30	15.50	26.00
4 "	1.55	2.75	3.80	4.70	11.50	19.25	32.00
5 "	1.90	3.35	4.50	5.65	13.50	22.50	38.00
6 "	2.20	3.80	5.20	6.55	15.50	26.00	43.00
8 "	2.75	4.70	6.55	8.05	19.25	32.00	53.00
10 "	3.35	5.65	7.70	9.50	22.50	38.00	62.00
20 "	5.65	9.50	12.75	15.75	38.00	62.00	100.00

Open-space contracts:

50 inches and less than 100 inches	$.23
100 inches and less than 250 inches	.19
250 inches and less than 500 inches	.15
500 inches and less than 1,000 inches	.12
1,000 inches and over	.10

The custom of allowing a discount for electros is a mistake, as these usually require fully as much attention and time as it would to set the ad. If the cuts are mounted on wood, it is necessary to shave them down at the sides and on the bottom as soon as they begin to swell. The claim of advertising agents for a lower rate on account of plates being furnished is simply used as an excuse, as the regular price can be secured in practically every case if demanded. The usual charge for special positions is ten per cent additional.

A Very Simple Rate-card.

In a recent issue of the Sheridan (Mo.) *Advance*, D. C. Simons, the publisher, printed a full-page ad. advertising his paper. It was headed, "An Advertisement for Advertisers," and in the middle of the page was the rate-card:

Display advertising, per column inch.....10 cents
Display advertising, per column inch (first page)...15 cents
Where 1,200 inches or more are contracted for, to be used within one year from date of contract, the rate per column inch (except first page) is..... 8 cents
Readers, per column inch.....30 cents

This is a very simple card and one which any prospective advertiser can easily figure out himself. Mr. Simons states that in one year the *Advance* carried 13,705 inches of advertising on this card, and that there is absolutely no deviation from the prices named. The *Advance* has a circulation of 650.

Hillsboro's "Old Settlers' Reunion."

Hillsboro, Illinois, has an annual "Old Settlers' Reunion," and Sam Little, editor of the Hillsboro *Journal*, does not let the event pass without giving it all the pub-

licity possible. The last reunion occurred in September, and in the parade, which was witnessed by fifteen thousand people, the *Journal* was represented as shown in the accompanying photograph, and the following issue of the paper had nearly two pages descriptive of the event. The *Journal* is a nicely printed paper, with a first page free from advertising, and is always filled with news and well-displayed advertisements.



"Sam" Little, Editor of the Hillsboro (Ill.) Journal, is always represented in the "Old Settlers' Reunion" Parade.

Good First-page Arrangement.

Owen D. Peters, foreman of the Huntington Beach (Cal.) *News*, sends a first page of his paper with a request for criticism. The arrangement is very good for a six-column paper. A double-column head is almost a necessity for a page of this size, as otherwise it is not well balanced. Some publishers put a double-column head over the first two columns, with single-column heads over the fourth and sixth. Two or three more prominent heads about half-way down the page of the *News* would relieve the sameness.

Third Booster Edition of the Byron "Times."

One of the most progressive newspapers in all the West is the Byron (Cal.) *Times*, a weekly paper with all the earmarks of a daily. Harry Hammond, the editor and proprietor, never "does things by halves," and when he publishes a "Booster Edition" it is in every sense what its name implies. His "Third Special Booster Edition" was a magazine of 136 pages, 11 by 14½ inches, printed on an



First page of the Huntington Beach (Cal.) *News*. Two or three heads about half-way down the page would have brightened its appearance.



First page of the Byron (Cal.) *Times* "Booster Edition."



Well-balanced first page of the *Miami Union*, of Troy, Ohio.

excellent quality of supercalendered paper, enclosed in a stippled cover in eleven colors. Publisher Hammond supervised the entire work, which covered over three months and cost $4,000. Not satisfied with simply publishing this issue, he placed it on sale at 25 cents a copy at fourteen different points in neighboring cities and towns, and advertised it in twelve newspapers, using two columns in each. In addition to this, two thousand copies were sent to the Chicago Land Show, where they were personally distributed by Mr. Hammond. Byron is a town of less than four hundred people, but is surrounded by a prosperous territory, and this special issue described graphically the wonders of Contra Costa and San Joaquin counties. There was very little display advertising, the entire 136 pages being devoted to illustrated descriptions of the various enterprises. The cover-page was handsomely printed in three colors. The first page of the regular paper, published on the same date, is shown herewith. The word "Statements" and the initial letters are in red ink. One of the unique and regular features of the *Times* is that these initial letters spell a word every week. In this issue they very appropriately read in connection with the word in the first column.

Other Special Issues.

Calgary, Alberta, has an annual "stampede," and the Calgary *News-Telegram* publishes a daily "Stampede Edition" during the four days over which this interesting affair extends. To those who may not understand, it should be explained that a "stampede" is something in the nature of a wild-west show, and is made up principally of an almost endless array of real cowboy and cowgirl contests. These special issues of the *News-Telegram* were filled with reading-matter, illustrations and advertising that partook of the enthusiasm of the occasion, and incidentally the venture looked like a most profitable one.

Another interesting special issue of thirty pages is the "Fall Trade Edition" of the Devils Lake (N. D.) *Daily*



No. 1.— Full-page ad. set by George A. Miller, Denver, Colorado. An example of strong display, secured by using contrasting, yet harmonizing, type-faces.

Journal. This is an excellent title for a special issue, particularly when there is no big event to commemorate. There is good reason to approach advertisers for big space with the idea that such a special number will start fall business booming. The *Journal* had a similar issue last year, and it was so successful that the plan was repeated. This year's number eclipses last year's in every way.

E. A. Fink, proprietor of the Pleasant Plains (Ill.) *Press*, recently published a bulky number, consisting of five eight-page sections and named the "Peter Cartwright Special." The sole purpose of this elaborate number was to arouse interest in the erection of a memorial church for Rev. Peter Cartwright, a pioneer Methodist preacher of Illinois, who died forty years ago. The entire number was



No. 2.—An exceellent full-page ad. set by E. J. O'Shea, of Holdrege, Nebraska. It will be noticed, however, that it is set entirely in one type-face, and therefore lacks that strength resulting from contrasting, yet harmonizing, faces which features No. 1.

devoted to descriptions of Mr. Cartwright's work and anecdotes of his life from various pens, profusely illustrated. There was very little if any effort made to secure additional advertising.

Products of the Ad. Alley.

Among the large number of ads. submitted for criticism this month are three full pages which show decidedly different treatment, and the ads. are reproduced (Nos. 1, 2, 3). No. 1 is the work of George A. Miller, of Denver, Colorado, and is an example of strong display. Here two faces of type are used which harmonize, and at the same time afford a pleasing contrast. No. 2, set by E. J. O'Shea, of Holdrege, Nebraska, is an excellent ad., but it lacks just this contrast in the display type used. Not only that, but the body in the upper part of the ad. is set in the same style of type as the display. If a different letter for either the display or the body had been used, it would have been much better, but what would have been most effective would be the use of two or three strong lines in a contrasting but harmonizing letter. No. 3, set by J. C. Smith, of the Omaha (Neb.) *News*, would be hardly considered an ad. so far as the subject-matter goes, but as to a question of display it answers the same purpose. The display here is exceptionally strong — perhaps a little too strong — but it makes a striking page. The question of time is again brought up in connection with Nos. 2 and 3. In fact, Mr. O'Shea states that his ad. was not submitted particularly for criticism, but for making a comparison of time values. The ad. was set entirely by hand, laid out, set and corrected in five hours and five minutes. Mr. Smith's page was set in an hour. No. 4 is another ad. on which the time is given. This is one of three very good specimens submitted by L. H. Bowen,

of the Sonora (Cal.) *Union Democrat*. This was set in one hour and forty-five minutes, an hour of the time being consumed in machine composition. It might have been improved a little if the three lines in Roman capitals had been set in a paragraph of a small display letter. Theodore Moore, of the Lodi (Cal.) *Sentinel*, sends a large number of very creditable ads. that show careful planning and good ideas, and there is not an ad. in his paper which is not creditably displayed. Alex. S. McEel Hinney, of the Maxwell (Cal.) *Tribune*, sends a number of ads. written and set by him to advertise the advertising columns of his paper which show some excellent original ideas. Many of these are in the form of short stories with morals, and the morals are well drawn. I am reproducing four of these (Nos. 6, 7,



No. 3.—A striking full-page ad. set by J. C. Smith, of the Omaha *Daily News*. Perhaps the display is a trifle too striking.



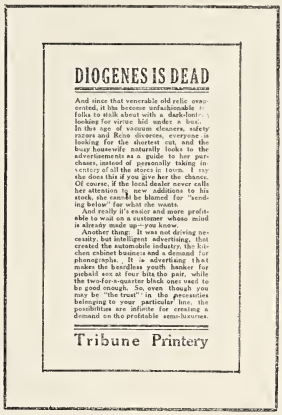
No. 4.— Half-page ad. set in one hour and forty-five minutes by L. H. Bowen, of the Sonora (Cal.) *Union Democrat*.



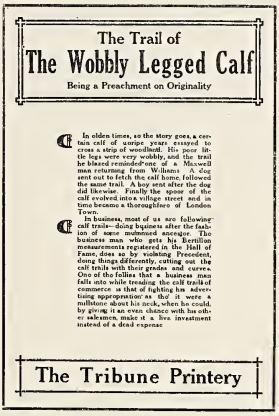
No. 5.— Half-page ad. set by Theodore Moore, of the Lodi (Cal.) *Sentinel*, showing well-balanced display.



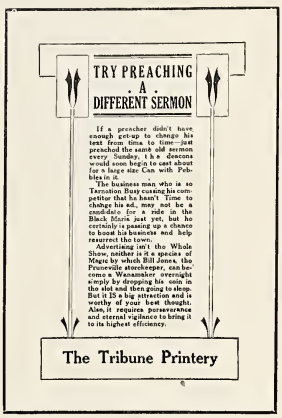
No. 6.



No. 7.



No. 8.



No. 9.

Written and set by Alex. S. McEel, of the Maxwell (Cal.) *Tribune*. Original ideas are shown by Mr. McEel in advertising the advertising columns of his paper.

execution. No. 5 is a half-page that has well-balanced display. The heading is brought out nicely and the prices in connection with the lot numbers are just right. The use of a dollar-mark of the same size as the figures indicating cents is a good idea. Ray Thomson and Walter Devantier, of the St. Clair (Mich.) *Republican*, whose work has been commented on before in this department, send another batch of ads. which are all nicely arranged. Still another lot of very good ads. comes from Austin H. Lathrop, of the Vermillion (S. D.) *Plain Talk*. Mr. Lathrop has the right

8, 9), as they may give other publishers some good arguments to use in getting business.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement.

Holland (Mich.) *Sentinel*.— The plate-matter in your paper is handled very carelessly. You should see that the columns are even at the top and bottom, just as you would type-columns, and watch the foot slugs

to avoid their working up. The presswork also needs attention, as some of the column-rules do not show up, and in some places there is not enough ink and in others there is a slur. The ads. are good, but in some of them there is not enough contrast, as much of the display is too nearly of the same size. This is particularly true of the ads. you have numbered 6 and 10. No. 8 is better, but the double rule should have been mitered at the corners.

Yuma (Colo.) *Pioneer.*—A very neat paper in every way. It is nicely printed and ads. are excellent, although there is a slight tendency to overornamentation in a few of them.

Ault (Colo.) *Advertiser.*— Here is another excellent paper, but it is too bad that a portion of the first page has to be given over to advertising. The ads. are all exceptionally good.

Sheridan (Mo.) *Advance.*—A larger letter would improve the first line of your display heads — there is nothing better than a slightly condensed gothic, not too heavy. The first page of your issue of September 5 is nicely arranged, a great improvement over the other number with a part of the space devoted to ads.

Miami Union, Troy, Ohio.— The arrangement of your first page appeals particularly to me and I am reproducing it. This is even better than that of the Huntington Beach (Cal.) *News*, shown elsewhere, as it is better balanced. Another small heading at the top of the third column would be a slight improvement. Your paper has a most excellent showing of correspondence, is carefully made up, nicely printed, and the ads. are well displayed.

Ohio State Lantern, Columbus, Ohio.— This paper is the "Student Weekly of the Ohio State University," and shows that a careful study is made of every point to make it as near perfect as possible in make-up, arrangement of headings and ad. display. In some cases column-rules are a little longer than they should be, and on the fourth page of the issue of September 25 there is a gothic heading near the bottom of the page, where all the larger headings are in light-faced type. The gothic headings are well placed on the first page.

AN OBJECTIONABLE LAW.

The new federal statute, which practically places every newspaper under government supervision, will not put the newspapers out of business, as some editors have hastily concluded, but it will give them a lot of trouble.

By obliging newspapers to publish lists of their owners or stockholders, the names and addresses of their editors, managing editors, publishers and managers; the lists of bondholders, mortgagees or other security holders, and to furnish circulation statements covering the last six months previous to the date of the report, the Government invades the liberty and property rights of the press to a degree not previously attempted.

James M. Beck, former United States District Attorney, of counsel for the American Newspaper Publishers' Association, declares that, in his opinion, the law as a whole is unconstitutional, but asserts that if it is sustained on appeal as a valid law it will be the entering wedge for a federal censorship of the press.

The Publishers' Association, through its board of directors, has passed a resolution providing for an appeal to the United States courts for a test of the constitutionality of the statute.

The Constitution expressly guarantees the freedom of the press. Does this mean that newspaper publishers can be subjected to an examination as to details of their private business? Because they are engaged in issuing daily and weekly newspapers as private enterprises, has the Government the right to pry into their affairs any more than into those of men engaged in other occupations?

Few publishers will object to the labeling of paid matter "Advertising" as required by the new law, because they have, of late, generally refused to accept advertisements to run as reading-matter unless marked as advertising. Therefore it will be no hardship for them to comply with that part of the statute.

Neither will many of them find fault with the provision requiring them to furnish the Government circulation statements. Most publishers print their circulation figures voluntarily because of their desire to let advertisers know what they are getting for their money, and to let their readers see how they are growing in importance and influence.

It is the digging into their private affairs to which publishers object. The Government does not presume to extend its inquisition into the business details of a merchant, a manufacturer or a professional man; why then should it make an exception in the case of the newspaper or periodical publisher?

A singular thing about the new statute is that it was framed and introduced in Congress by a country publisher — Representative Bernhardt, of Rochester, Indiana. It is charged that his purpose in urging the adoption of the law was to "get even" with newspapers that had attacked him. Should this, on investigation, prove true, it is one of the most notable schemes for "getting even" ever attempted in the history of journalism.— *Editor and Publisher.*

ANOTHER "HORRIBLE EXAMPLE."

Reproduced herewith is an ad. from the Otis (Kan.) *Reporter* which should be placed in the "horrible example" class. There was room for a few more ornaments outside of the rule, but perhaps the supply was exhausted.



From the Otis (Kan.) *Reporter.* A case of "overequipment."

THE NEXT REFORM.

Mother — "This is your new little brother."
Tommy — "Gee! Can't he be recalled?" — *N. Y. Sun.*

OHIO PRINTERS IN RECORD-BREAKING MEETING AND EXHIBITION.

THE printers of the State of Ohio are entitled to the plaudits of their fellow craftsmen throughout America. They have demonstrated an ability to do things that deserves the praise of every one who has a spark of interest or pride in the great business which has so signally developed trade and education in this country and in the world. Hats off to the printers of Ohio!

On October 3, 4 and 5, in Music Hall, Cincinnati, more than eighteen hundred employing printers and supply men gathered in what easily was the most successful State convention and the greatest exhibition of printers' machinery and supplies ever held within the boundaries of the United States. The exhibition was beyond question not only a surprise but a sensation to the thousands of visitors who were in attendance. And it seemed that all of Cincinnati was there in addition to the hundreds of out-of-town visitors.



Music Hall, Cincinnati, Scene of the Big Convention and Exhibition Held by the Ohio Printers' Cost Commission.

Among those who are to be credited with a prominent part in the success of the big affair are G. H. Gardner, of Cleveland; J. M. Thomssen, C. Lee Downey, Edw. Corman, C. J. Krehbiel, Robert Morrison and W. F. Kroner, of Cincinnati. While many others — including R. T. Porte, C. S. Clark, W. B. Lawrence, Samuel Oppenheimer, J. P. Weber, C. W. Buss and Miss Kathryn Souer — contributed in a large degree to its success, the first-named gentlemen were the moving spirits in the work which resulted in the extraordinary achievement.

Second Cost Convention.

The second Ohio Cost Convention was called to order on Friday morning, October 4, the first day — Thursday — having been devoted entirely to the big exhibition. After the invocation, delivered by Bishop J. M. Walden, Mayor Hunt welcomed the delegates and visitors to the Queen City of the West, and Albert Scholl, of Chillicothe, responded most eloquently. The convention then settled down to business under the chairmanship of G. H. Gardner, of Cleveland.

OFFICERS' REPORTS.

President Gardner, in his report, called upon the printers of the State for hearty cooperation in the work, stating that over $2,000,000 was given away by Ohio printers to their customers every year, and that it would be good business to donate a small amount toward a movement which had for its object the saving of this large sum to the men to whom it belonged. He gave high praise to the printers of Columbus and the Cincinnati Ben Franklin Club for the unselfish work they had done for the cause, and credited them with having brought about the splendid success of the second Ohio convention. In closing his report President Gardner recommended the appointment of a State organizer.

First Vice-President Thomssen, of the Ohio Cost Commission, who also is president of the Cincinnati Ben Franklin Club, was called upon. Mr. Thomssen is a modest man and immediately began to shift the responsibility for the convention's success to the shoulders of the exhibition committees, and the good work accomplished by printers' ink. Nevertheless every one conversant with the facts knew that Mr. Thomssen deserved much of the credit.

C. Lee Downey, who as secretary of the Ohio Cost Commission has proved one of the most able and energetic officers ever connected with a business organization, made an excellent report. He gave a history of the printers' organization movement in Ohio. Less than $1,000 had been collected since the first meeting at Columbus a year ago, yet ten organizations had been formed throughout the State and thirty-five cost systems had been installed. The average cost of presswork was placed at $1.60 an hour, with composition at $1.20.

Col. E. T. Miller, treasurer of the cost commission, reported there was $1.89 in the treasury, with all bills paid, and that he was ready at any time to turn the funds over to his successor.

Reports of vice-presidents were then made, showing that while the work is moving slowly, progress is being made and Ohio printers are getting in line with the business awakening of the trade throughout the country.

THE ADDRESSES.

A splendid program of addresses covered the two days' convention, and THE INLAND PRINTER regrets its inability, on account of lack of space, to present them here. Among the speakers were W. J. Hartman, president of the Ben Franklin Club of America, who spoke on "The Printer as a Business Man"; Charles F. McElroy, secretary of the Ben Franklin Club of Cleveland, "Organization"; Earl R. Britt, St. Louis, "Your Business, Your Customer, and



G. H. GARDNER,

Retiring President of the Ohio Printers' Cost Commission, who directed the campaign which resulted in the record-breaking convention and exhibition at Cincinnati.

Yourself"; Fred M. Lloyd, Chicago, "Taxable Value of Printing Plants"; William C. Archer, Lancaster, Ohio, "Compensation for the Injured Employee"; Charles Francis, New York, "Efficiency"; Roy T. Porte, secretary of the Cincinnati Ben Franklin Club, "Costs in a Country Printing-office"; Frank I. Ellick, Omaha, "Standard Uniform Cost System"; Henry P. Porter, Boston, "The Printer's Opportunity"; Harry N. Tolles, Chicago, "The Science of Business Building," and J. C. McMillan, Munroe, Michigan, who gave "An Original Benediction."

A noteworthy feature of the convention was the interest shown in the three cost-finding classes conducted by well-known cost experts. These were conducted in separate rooms, and gave to old Music Hall the appearance of a university, which in reality it was during the days of the meeting. F. I. Ellick was in charge of the Standard cost-system class, T. W. McGlaughlin, of Bloomington, Illinois, conducted the class in the Ben Franklin system, and R. T. Porte gave instruction to a large class in the methods of the Porte practical cost system, which is adapted for the small printing plant and the country newspaper and job office.

NEW OFFICERS.

Following are the new officers of the Ohio Cost Commission:

President — J. M. Thomssen, Cincinnati.
First Vice-President — Henry Class Vortriede, Toledo.
Second Vice-President —Albert Scholl, Chillicothe.
Secretary — S. Evans Clark, Toledo.
Treasurer — Charles P. Carl, Cleveland.

LADIES ENTERTAINED.

Miss Kathryn Souer, proprietor of the Souer Printing Company, Cincinnati, and the only lady member of the local Ben Franklin Club, was a tireless worker for the success of the convention. Miss Souer was chairman of the committee which entertained the lady visitors, and it is said that they were taken care of in royal fashion.

ENTERPRISE OF WESTERN NEWSPAPER UNION.

One of the big undertakings of the exhibition was the issuance of an eight-page convention daily, covering the features of the meeting and exhibition. It was a credit to the printers and to the Western Newspaper Union, which concern was responsible for the enterprise. C. S. Clark was the editor-in-chief, and deserves praise for the capable manner in which the *Convention News* was managed, both as to its editorial completeness and typographical appearance. Mr. Clark was assisted by a staff of six news editors and thirteen reporters.

The Exhibition.

In order to give our readers some idea of the extensiveness of the printing machinery and supplies exhibition we



C. LEE DOWNEY,

Retiring Secretary of the Ohio Cost Commission, to whose ability and untiring work is largely due the success of the Second Ohio Cost Convention.

present herewith two pages of illustration. We regret, however, that photographs of all the booths were not secured. Those shown in the illustrations were taken by the Cincinnati Process Engraving Company. There were many other exhibitors, of course, as will be seen by the following list of manufacturers who occupied space in Machinery Hall of the Exposition building:

Wetter Numbering Machine Company, Brooklyn, N. Y.
Golding Manufacturing Company, Franklin, Mass.

Mergenthaler Linotype Company, Chicago.
Lino-Tabler Company, Chicago.
Waters Tabulator Company, Council Bluffs, Iowa.
Thompson Typecaster Company, Chicago.
George Lee & Co., Cleveland, Ohio.
Miller Saw-Trimmer Company, Alma, Mich.
Printing Machinery Company, Cincinnati.
Graphic Arts and Crafts Year Book, Hamilton, Ohio.
F. P. Rosback Company, Benton Harbor, Mich.
Rapid Electrotype Company, Cincinnati.
Harris Automatic Press Company, Chicago.
Latham Machinery Company, Chicago.



MISS KATHRYN SOUER,
The "Lady Ben Franklin" of Cincinnati, who took care of the ladies at the big convention.

Latham-Leetham Company, Chicago.
Lanston Monotype Company, Philadelphia.
Queen City Printing Ink Company, Cincinnati.
Seybold Machine Company, Dayton, Ohio.
Dexter Folder Company, New York and Chicago.
Autopress Company, New York.
A. F. Wanner & Co., Chicago.
Cincinnati Cordage & Paper Company, Cincinnati.
Globe-Wernicke Company, Cincinnati.
Ohio Mechanics Institute, Cincinnati.
Burroughs Adding Machine Company, Cincinnati.
Crocker-Wheeler Company, Ampere, New York.
Omaha Folding Machine Company, Omaha, Nebraska.
C. F. Anderson Company, Chicago.
Sidney Folder Company, Sidney, Ohio.
Hall Folding Machine Company, Chicago.
John Thomson Press Company, Chicago.
Miehle Printing Press & Manufacturing Company, Chicago.
Uprightgrain Printing Base Company, Chicago.
Hexagon Tool Company, New York.
Methodist Book Concern, Cincinnati.
Star Tool Manufacturing Company, Springfield, Ohio.
J. A. Richards & Co., Albion, Mich.
Bingham & Richards Manufacturing Company, Cincinnati.
Cleveland Folding Machine Company, Cleveland.
Challenge Machinery Company, Grand Haven, Mich.
American Type Founders Company, Cincinnati.
Automatic Press Feeder Company, Chicago.
Thomas E. Kennedy & Co., Cincinnati.
Barnhart Brothers & Spindler, Chicago.
Champion Coated Paper Company, Hamilton, Ohio.
American Book Company, Cincinnati.
Keystone Type Foundry, Philadelphia.
Sam'l C. Tatum Company, Cincinnati.
Standard Paper Company, Cincinnati.
Central Ohio Paper Company, Columbus.
Cowan Truck Company, Holyoke, Mass.
Dalton Adding Machine Company, Cincinnati.
J. M. Huber, New York.
Steubing Automatic Machine Company, Cincinnati.
H. L. Roberts & Co., New York.
Whitaker Paper Company, Cincinnati.
Ault & Wiborg Company, Cincinnati.
Diem & Wing Paper Company, Cincinnati.
Loring Coes, New York.
Ohio Knife Company, Cincinnati.
Cincinnati Process Engraving Company, Cincinnati.
Beckett Paper Company, Hamilton, Ohio.
Columbus Trade School, Columbus, Ohio.
Fuller Manufacturing Company, New York.
Chatfield & Woods Company, Cincinnati.

"HANK SLUGGS, CHEAP PRINTER."

"Before and after taking" was the feature of a novel double booth in the exhibition. "Hank Sluggs, Cheap Printer," a character created by the *Ben Franklin Messenger*, of Cincinnati, was represented as he conducted business before installing a cost system and as he appeared in his business office after the introduction of cost-finding methods. (See illustrations.)

A DISTINGUISHED BOOTH.

While there undoubtedly were a number of inventors holding forth in the different booths of the exhibition, the space occupied by the Mergenthaler Linotype Company was especially honored with the presence of some five inventors of printing-house machinery and equipment, all of whom are graduates of the composing-room. Following are the names of those who composed this group: Ashton G. Stevenson, inventor of the Lino-Tabler system; John S. Thompson, inventor of the Thompson typecaster and other machines; E. T. Waters, inventor of the Waters tabulator; George E. Lee, inventor of a new metal-feeding device for the linotype, and H. G. Miller, the inventive genius behind the Miller Saw-Trimmer and its accessories. It is said that inventors are inclined to be dreamers, but the activity at this booth did not indicate that any of the men named had time for such a luxury. They were as busy as bees in clover.



Mergenthaler Linotype Company's booth at the Cincinnati Exhibition, where five printer-inventors held forth.

Only two of the inventors are shown in the picture — Ashton G. Stevenson, seated at the right, and E. T. Waters, standing close to the machine at which Mr. Stevenson is seated. The other gentlemen shown are Phil Phalzgraph, foreman of the Cincinnati *Times-Star* (seated at the machine at the left), J. E. ("Diamond Dick") Lowden, machinist-in-charge (standing at the left of the picture), and Henry Colby (standing with Mr. Waters). The Mergenthaler Company was represented by George E. Lincoln, Henry W. Cozzens, E. W. Hayden, W. H. Savory, J. E. Lowden and Charles Berryman.



VIEWS OF THE PRINTERS' MACHINERY AND SUPPLIES EXHIBITION HELD AT CINCINNATI, OHIO, OCTOBER 3, 4 AND 5. HANK SLUGGS, "BEFORE TAKING," IS SHOWN IN THE CENTER.



VIEWS OF THE PRINTERS' MACHINERY AND SUPPLIES EXHIBITION, HELD AT CINCINNATI, OHIO, OCTOBER 3, 4 AND 5. HANK SLUGGS, "AFTER TAKING," IS SHOWN IN THE CENTER.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Stock Compressed by Steel Plate.

(1344) Submits a dining-car menu printed on translucent board. On the front page is a steel-plate engraving, 3 by 4 inches. The printing of the inside pages is excellent, except for a slight weakness where the form backs the engraved plate. The printer writes: "In regard to the enclosed samples of menu cards, I wish to know your opinion of the presswork, and if there is any better way to make the inside page print sharper where it backs up the engraving. I have considerable trouble due to this plate on page 1."

Answer.—As the steel-plate work is done under high pressure, the card is slightly reduced in thickness at the point where the impression shows weak. We measured the stock with a micrometer outside the printed line, and also where the portrait appears, and there is a difference of over .001 of an inch between the two measurements. To remedy the matter you should add to your make-ready sufficient tissue to compensate for this difference. In preparing for the work use a hard tympan and directly under the top sheet have a thin sheet of brass or celluloid. The make-ready should be placed below the hard sheet.

French Bank Wants Special Press.

The following inquiry was received just as we were closing our forms. Information from pressbuilders sent THE INLAND PRINTER will be promptly forwarded to the inquirer:

"One of our customers — a big French bank — requires a special machine to print the lines marked in ink on the first check in the book I send you. The machine should be sufficiently large to take a form 5 by 15 inches, and the form should clean from the work after each impression in order that the girl printing the leaves can turn from right to left without touching the form with the leaves. Would you open an inquiry for this and let us know as soon as possible. Four such machines could be sold at once."

[The three lines written in with pen appear, one at the stub-end, one at the top and one at the bottom of the check, corresponding with the printed-in lines on American checks.]

Picking of Enamel Stock.

(1348) Submits two sheets of enamel stock in which half-tone plates appear in various pages of the matter. One sheet shows picking in the solids, while the same plate on the other sheet prints normally. The printer writes: "We are sending you to-day, under separate cover, three sheets printed on our No. 2 Miehle. Sheet No. 1 did not pick, followed by sheet No. 2, which picked. Sheet No. 3 — one side was printed and the ink picked; the other side was printed immediately following and did not pick. We had this trouble throughout the run of several thousand sheets of this shipment of stock. Please tell us why the coating can work so differently on the same run of stock; also if you know any remedy for the same."

Answer.— From tests we have made it appears that picking is due to the sizing of the paper. Sometimes we find that one side of a sheet picks and the opposite side does not. In such a case, it is likely that the sizing is done on two different machines; on one side the size is weak and consequently does not resist the pull of the ink. In working enamel stock that shows picks when one side is printed, it is necessary to modify the ink to meet the condition of the stock; but if the trouble appears before the run has advanced very far, the pressman would be very negligent if he failed to call the paper-dealer's attention to the matter. His neglect may prove a serious matter if a controversy arises regarding the appearance of the half-tone plates as a result of picking or because the ink was reduced to meet this contingency.

Mechanical Questions.

(1347) An eastern printer writes: "(1) I noticed in the August INLAND PRINTER a question regarding rollers wearing on end. I have the same trouble even with the new belt attachment on side of plate. The rollers appear to rotate at a normal speed in the right direction when the plate strikes them and they are set very lightly; still I am at a loss to find out the cause of wearing. The form rollers are as good as the day I put them in. So is the duct roller. The only trouble seems to be with the angle rollers. I would appreciate any information on the subject. (2) I would also like to get a little information regarding the setting of a cylinder to bearers. I have 'Modern Presswork,' but it does not state how one should go at it — whether it should be set by the screws under the eccentric boxes, or by those way down to the base of press. I think a few illustrations with diagrams would have helped out my young pressmen. (3) How are half-tone engravings sold, by the square inch or ounce, and how much?"

Answer.—(1) It may be possible that the rollers are not turning at normal speed when they come in contact with the edge of the plate. Rub a block of magnesia on the strap occasionally to induce greater friction, so that the rollers will be certain to turn properly. This will probably remedy the evil. (2) An examination should show you where the adjustment is made. On some machines it is made on the connecting rod that raises and lowers the cylinder, while on other machines the alteration is made by screws above and below the journals. If you let us know the make of machine you refer to, giving model and number, we will advise you regarding the method of changing adjustments. (3) Half-tone plates are not sold by weight, except as junk. When purchased by the printer, he pays by the square inch, the price varying in different localities. In Chicago, a square half-tone on copper costs about fifteen cents a square inch.

Imperfect Register in Printing Blanks.

(1315) An Ontario printer submits a shipping blank, printed two-up, in which a part of the form does not register regularly. Near the gripper edge the few lines register properly when the sheet is run through the press the second time, but between the gripper edge and the foot of the sheet there is about four inches of white space and then a number of lines. These lines do not register within ten points on the second impression. The printer describes his trouble in the following letter: "I enclose herewith a sheet printed from electros, two-on. The pressman has run the sheet through the press twice, feeding exactly up to guides on both. The form is a solid one-piece electro. You will notice that while the top line registers nearly correct, the bottom line is fully a pica out. The form was run on a two-revolution pony. We have had a great deal of trouble with the register on this press, also on a large two-revolution of the same make. Can you explain the cause of this, and suggest a remedy?"

Answer.— The cause of the imperfect register is due to the sheet sagging in the white space. You can remedy the trouble in the following way: Attach a piece of twine or narrow tape to the sheet-guard rod. Pass the cord under the cylinder and arrange it so it goes between the two plates. Attach the free end of the cord to a wide rubber band, and attach the band to a screw hook or eye that will be placed in the underside of the feed-board. The rubber band should be taut so as to draw the tape snug against the cylinder. The part of the cylinder uncovered by the tympan should be wiped clean so as not to soil the tape. The tape must pass through in a straight line. By measuring from the bearers this can be done accurately. You will have no further trouble with the register of the back end of a sheet where an unprinted space intervenes between the front and back. Be careful to remove the tape after the form is printed or it may damage type in the next form placed on the press.

Cutting Dies on a Platen Press.

(1342) Submits a sheet of antique cover-stock with a circular hole in the center one inch in diameter. The letter is as follows: "Kindly inform us as to where we may procure the necessary material for cutting out on covers, stock, etc., on a job press."

Answer.— Circle-cutting dies may be purchased from typefounders or you can readily make them yourself by using the multiform outfit made by the J. A. Richards Company, Albion, Michigan. In using steel cutting dies on a platen press it is advisable to have a brass sheet attached to the platen to cut against, as it will do no harm to the platen or to the cutting edge of the die. The bottom of an old brass job galley is just the material needed. Drill a hole in each corner and a hole in the platen to correspond. Tap the hole in the platen and use flat-headed screws to attach the brass to the platen. It can be removed after the cutting is done. A sheet of manila pasted on the brass sheet will answer for attaching the quads to use as feed-guides.

Tools for Pressmen.

(1343) A pressman writes in effect as follows: "Can you inform me where I can procure a gage for setting form-rollers? What is a good all-around measuring gage for a pressman? Where can I purchase a pocket type-high gage?"

Answer.— We do not know of any type-high gage for setting form-rollers. You could make such a tool at a low cost. Have a machinist shape a piece of cast iron so that it will micrometer .918 inch in height and .916 inch the other measurement. It can then be tapped and a long wire handle attached. The edges of this piece should be slightly rounded on the upper side of the type-high dimension. The .916-inch measurement may be used to set the cylinder to the bearers. To do this, the bed-bearers are removed, the bed is wiped free of dirt, and the cylinder is turned until it is on the impression. While in this position the tool is pushed under the cylinder-bearers and the cylinder is set down firmly on both sides upon this piece. One of the best all-around tools for a pressman is a one-inch micrometer. This instrument may be purchased from hardware dealers, or secured through The Inland Printer Company, for $3.50. A micrometer may be used for measuring plates, types, linotype slugs, paper, or anything else a pressman desires to measure that is less than one inch in height. The tool should be handled carefully and should not be brought to a tight bearing on any object, as it is apt to spring the frame and render it useless for accurate measuring. A pocket type-high gage may be secured for $1.50 from the typefoundries and printers' supply houses.

Press in Use for Fifteen Years.

H. L. Rann, of the Manchester (Iowa) *Press*, in writing regarding his single-revolution Cottrell press, states in part that it has been in continuous use for fifteen years on newspaper and job work, and "is still doing the finest kind of work. It is in my judgment the best press for the country printer." This is as it should be. A press that is properly built will do good work for a long period. The Keystone Type Foundry, Philadelphia, Pennsylvania, is the general selling agent for C. B. Cottrell Sons' presses.

Slurring Prevented on Platen Presses.

(1346) Since replying to query 1310 in this department our attention has been called to an apparatus that will effectually prevent slurring on platen presses from causes that pertain to irregularity in the stock, or similar troubles. This device is Hakes' Universal Perfection Gripper, which has recently been placed on the market by the American Printers' Appliance Company, Milwaukee, Wisconsin. For the printing of envelopes, with or without border rule, special rod-frames in oblong form may be used. These are held by one or two blocks on the top cross-bar, or two angle-shaped rods extending from both sides of the gripper frame may be employed, and blurred presswork is completely avoided. The same, of course, applies to all work; for instance, the printing of column-rules in bill-heads and statements, where the rods, being run up between these rules to the heading, absolutely prevent blurred lines.

Offset Eliminator in New Hands.

That remarkably effective pressroom auxiliary, the "Kay-Kay Dispeller," which has been on the market for several years and has made enthusiastic friends wherever pressmen have used it as a remedy for offsetting and static electricity, has been acquired by the Thompson Static Neutralizer Company, of Chicago, by whom it will hereafter be manufactured and sold. This apparatus has been renamed the "Offset Eliminator," more properly to designate its field of usefulness, and that it will obviate the necessity for slip-sheeting nine-tenths of the work now so handled is the reputation it has established.

The "Kay-Kay" Dispeller consists of a blue-flame gas burner attached to the sheet-delivery mechanism of a flat-bed press in such a manner that the sheets pass over it as they drop into the jogger, thus heating the sheet and leaving a warm cushion of air between each sheet delivered onto the pile.

WHICH IS IT: HAND WORK OR HAND COMPOSITION?

In publications of printers' societies engaged in increasingly effective cost-finding propaganda we find these statistics, which we think disclose a serious error in cost-finding methods based on the Standard Uniform Cost System:

AVERAGE OF PLANTS IN	Hour Cost, "Hand Composition."	Hour Cost, Linotype Composition.
Atlanta, Ga.	$1.24	$1.80
Augusta, Ga.	1.41	1.65
Detroit, Mich.	1.24	1.33
Newark, N. J.	1.32	1.33
Norfolk and Portsmouth, Va.	1.37	1.43
Pacific Coast	1.39	1.55
St. Louis, Mo.	1.30	1.60
San Antonio, Tex.	1.23	2.12
Savannah, Ga.	1.10	1.35
South Bend, Ind.	.77	1.17
Typothetæ plants in various States	1.20	1.62
Little Rock, Ark., plant	1.03	1.51
Passaic, N. J., plant	1.43	1.29

We find the root of the error in the sample filled-in Individual Job Record (Form 2). This handles a sixteen-page pamphlet, with cover, the body matter (that is, the greater part of the work) set on a machine; yet "Hand Composition" is debited with 34½ hours and Machine Composition with only 20¼ hours. Under each of these heads there is a column for "Kind of Work." The only "kind of work" debited against the machine is straight composition (from machine to galley). The "kinds of work" debited against "Hand Composition" are (2) author's corrections, (1) *hand composition*, (3) make-up, (4) press lock-up, (14) office corrections. Now, of the total 34½ hours debited against "Hand Composition" only 14¾ hours are really for actual composition by hand (Form 3C, Classification 1). *What has become of the remaining 20 hours?* They were largely used in handling machine composition, and most of them should be in the debit column of Machine Composition in Form 9H, and not in the "Hand Composition" column.

On reflection every practical printerman will concede that the column heading "Hand Composition" in Forms 2 and 9H is a misnomer. *It should be classified as "Hand-work on Machine Composition,"* and another column added for actual hand composition.

Look at the Statement of Cost Production for one month in sample filled-in Form 9H, the final purpose of this form being to arrive at the average cost per hour for each class of work. "Hand Composition" is debited with a Pay-roll charge of $662.74; Linotype Composition with a Pay-roll charge of $196. If above analysis of the Individual Job Record No. 10,520 (Form 2) is correct, these Pay-roll charges require sharp revision, which will show that the hour cost of machine composition is much more, and *the hour cost of actual hand composition is much less than shown in the published hour-cost tables.*

Next, analyze the debits against "Hand Composition" and Machine Composition which are found in sample filled-in Form 9H, covering one month, as follows:

ITEM.		"Hand Composition."	Machine Composition.
2.	Rent and heat	$ 33.63	$ 7.40
3.	Light	4.60	.80
4.	Power		4.68
5.	Insurance and taxes	17.25	19.91
6.	Interest on investment	37.29	42.67
7.	Depreciation	117.15	77.84
10.	Department Direct Expense	4.50	
14.	Miscellaneous Expense		9.50
	Carried forward:	$ 214.42	$162.80
	Brought forward:	$ 214.42	$162.80
23.	Distribution of General Expense, prorated	428.46	175.38
		$ 642.88	$338.18
	Pay-roll	662.74	196.00
		$1,305.62	$534.18
26.	Net cost per chargeable hour	$ 1.18	$ 1.62

ITEM 2, RENT AND HEAT — Machine Composition is probably charged with the area occupied by machines, matrix cabinet, metal-pot and saw-table; but *it must not be forgotten that machine composition is an incomplete product as it leaves the machine* and requires hand work to complete it, using galleys and galley-storage, proof press and proofreader, case stands for make-up, imposing surfaces for lock-up, chases and chase rack, and the charge for Rent and Heat should include a just proportion of the space occupied by these accessories. When this is done the distribution of this debit will be much larger against Machine Composition, and *correspondingly lower for actual hand composition.*

ITEM 3, LIGHT — It follows that the redistribution of debits for Light will be proportionate to the redistributed debits for Rent and Heat, and more favorable to hand composition.

ITEM 5, INSURANCE AND TAXES — The Department Investments are given in sample filled-in Form 9H as $7,428 for "Hand Composition" and $8,534.40 for Machine Composition. If the remarks relating to Item 2 (Rent and Heat) are correct, *Machine Composition must be debited with an increase in Department Investment account*, which will in turn increase its debit for Insurance and Taxes. There will be a corresponding reduction in favor of actual hand composition.

ITEM 6, INTEREST — If our reasoning is correct, this debit must be increased against Machine Composition, with a corresponding decrease in favor of actual hand composition.

ITEM 7, DEPRECIATION — Debit to be largely increased against Machine Composition, and correspondingly decreased in favor of actual hand composition for reasons previously stated.

ITEM 23, DISTRIBUTION OF GENERAL EXPENSE — As this distribution is based on Department Cost, debits require revision liberally against machine composition and in favor of actual hand composition.

ITEM 26, NET COST PER CHARGEABLE HOUR — When "Hand Composition" ceases to be treated as a "sewer" account and to be unfairly burdened by the *large equipment used to complete machine composition*, and Machine Composition is charged with the cost of proving, proofreading, make-up, stonework and breaking up, there will be an astonishing and eye-opening change in these figures, and the price of machine composition will be greatly increased.

We recommend every printer using the Standard Uniform Cost-finding System to change Forms 2 and 9H to read "Hand Work" instead of "Hand Composition." . . .

It is not disputed that the cost of linotype composition per thousand is less than hand composition per thousand, where machines can be kept busy on straight composition, but correct cost finding will show the hour cost of linotype composition in book and commercial plants is about double the hour cost of hand composition, and the hour cost of monotype composition is nearly treble that of the hour cost of hand composition.— *Circular issued by the American Type Founders Company.*



Three-color reproduction by the Zeese-Wilkinson Co., New York city,
from a fourteen-color lithograph.

MEETINGS

Middle Atlantic Cost Congress.

Four hundred and fifty registered at the second session of the Middle Atlantic Cost Congress held in Carnegie Hall, New York, on October 1 and 2. The permanent organization was headed by James W. Bothwell, of New York, who was also chairman of the general committee conducting the congress. His official family is composed of the following: L. J. Calkins, Schenectady, vice-president; Charles A. Pearson, New York, secretary; James R. Thompson, New York, treasurer.

The address of welcome was delivered by Hon. Edmund D. Fisher, deputy comptroller of the city of New York.

"Ideals vs. Printers' Supply House Methods" was the subject of an interesting address by Henry W. Cozzens, sales manager of the Mergenthaler Linotype Company. Charles Francis discussed "The Printer as a Business Man," while Frank Crawford, president of the New York Master Printers' Association, spoke on "Organization and Its Benefits." "The Evil of Overequipment" was elucidated by Robert Schalkenbach; the scholarly J. Horace McFarland gave his views on "The Efficient Printer," while "An Explanation of the Standard Uniform Cost-finding System" was given by F. I. Ellick, of Omaha, assisted by maps and charts. "The Bindery Cost Problem" was handled by Isaac H. Blanchard, of New York, in such a manner as to provoke discussion. "The Influence of the United Typothetæ of America" was expounded by President Glossbrenner, of that organization, while William B. Brewster, of New York, shed light on "The Board-of-Trade Movement." "The Printer of America and His Opportunity" gave Henry P. Porter, of Boston, an opening in which he took advantage to say something trenchant about the need of making successful business men out of printers. Edward L. Stone, of Roanoke, Virginia, interestingly discussed "The Progress of Cost-finding."

The concluding session of the congress was given over very largely to outsiders. Walter W. Pollock spoke on "The Scientific Appraisals of Printing Plants" and Henry Dimse, of the Greenwich Bank, of New York, on "The Printer and the Banker," while Willis O. Robb discussed "The Printer and His Fire Insurance." John M. Imrie, of Toronto, Canada, answered in the affirmative the question, "Is the Standard Uniform Cost-finding System a Feasible Proposition for the Small Printer?"

The committee on resolutions, of which Frederick Alfred was chairman, recommended the adoption of the Standard Uniform Cost-finding System and the rules of standard business practices as promulgated by the Fourth International Cost Congress, which was held at Chicago last September.

On Tuesday evening there was a banquet at the Savoy Hotel, the toastfaster being John Clyde Oswald. Among those he introduced were Theo. L. De Vinne, Francis F. Moore, Alfred E. Ommen, Dr. Nacy McGee Waters, and President Glossbrenner, of the United Typothetæ.



Banquet of the Middle Atlantic States Cost Congress, held at the Savoy Hotel, New York City, October 1, 1912.

Southwest Printers' Cost Congress.

At Muskogee, Oklahoma, on November 8 and 9, printers of the Southwest will hold their 1912 cost congress, to which "every employing printer and publisher in the great Southwest is cordially invited." According to the tentative program, W. J. Hartman, of Chicago, F. J. Trezise, instructor of the I. T. U. Course, and J. S. McMillan, of Monroe, Michigan, will be among the speakers. A feature of the congress will be a moving-picture demonstration of paper manufacture and half-tone platemaking.

Inter-Provincial Master Printers' Association.

The special committee appointed at the cost congress held at Calgary, Alberta, on September 5 and 6, met at Saskatoon, Saskatchewan, on September 27, and formed an Inter-Provincial Master Printers' Association. The proceedings were presided over by C. F. Hayes, of Edmonton, Alberta. The new organization promises to become an

important factor in western Canada printing circles. An active campaign has been planned, and it is expected that whole-hearted support will be given the movement.

The following resolution, introduced by Edmonton printers, was adopted:

Resolved, That this association urge upon the different supply houses doing business in the provinces interested, the necessity of using every precaution to protect the interests of the existing printing businesses by refusing to sell additional plants in cities or towns which at present appear amply supplied with sufficient equipment to meet the demands of the trade, unless prospective purchaser is able to furnish the seller with a cash deposit and negotiable securities equal to the full value of the plant sold.

General Organizer Van Pelt, of the United Typothetæ of America, addressed the meeting, explaining the benefits of concerted action by employing printers and the accruing profits from the establishment of local printers' boards of trade to regulate prices and discuss the questions pertaining to the cost of production.

Following the adoption of the constitution, the following officers were elected: President, C. F. Hayes, Edmonton; vice-president, Mr. Barker, Regina; secretary-treasurer, Mr. Godson, Macleod, Alta. Executive Committee: Messrs. Barker, Regina; Young, Saskatoon; Jordan, Lethbridge; Sherwood, Calgary; Galbraith, Moosejaw.

Conference of Australian Master Printers.

On September 11-13 the Master Printers' Associations of Australia held their third annual conference at Adelaide, South Australia. Delegates were in attendance representing the associations of New South Wales, Queensland, Tasmania, Victoria, Western Australia, and South Australia. Many important questions were discussed, and the conference was the most successful so far held.

Envelope Manufacturers to Meet.

The semiannual meeting of the American Envelope Manufacturers' Association will be held in Chicago, at the Hotel Sherman, November 18 and 19.

Sixth Annual Meeting of Printers' League.

The New York branch of the Printers' League of America will hold its sixth annual meeting on November 20 at Hotel Martinique, Broadway and Thirty-second street. Contrary to usual custom, the meeting will be followed and not preceded by a dinner, the latter to be served at 6:30 P.M. to members and guests. The league's plan of making its gatherings open to all and in the interest of bringing all the different elements of the trade together has met with such generous support that the sixth annual meeting is to be conducted along the same lines as its predecessors. Tickets of admission are $4; ladies $3. Full information may be had from D. W. Gregory, corresponding secretary, 75 Fifth avenue, New York.

ST. PAUL UNIONISTS HONOR DAVID RAMALEY.

Taking advantage of his golden-wedding anniversary, the typographical union at St. Paul expressed its admiration of David Ramaley, the pioneer printer and advocate of a profit on commercial printing. The expression of esteem took the shape of a communication that speaks for itself:

ST. PAUL, MINN., October 9, 1912.

Mr. David Ramaley, 141 East Fifth street, St. Paul, Minn.:

DEAR SIR,—At a meeting of St. Paul Typographical Union, No. 30, held on Sunday afternoon, October 6, instant, the undersigned committee of ten members was appointed to convey to you the union's cordial congratulations on the celebration of the fiftieth anniversary of your marriage and some expression of the gratification and pleasure the members feel over having you live in good health and full vigor to enjoy such an event.

During the fifty-six years of your residence in this city, you have been fruitful in usefulness and benefit to the community, and that fact is highly appreciated by all classes of its people. As a factor in the business activities of St. Paul, as a citizen and as a man, your life has been above reproach in every way, and we can not too warmly commend your entire and uniform fairness and liberality as an employer of labor.

Typographical Union No. 30 holds you personally in the heartiest esteem, and values most highly your frequently manifested interest in its welfare. Its members are unanimous in wishing you still many years of health, energy and business prosperity, and in sincerely hoping that each of them will be as full of happiness for you as your sterling manhood is of genuine merit.

This committee that did not wait for a funeral but carried flowers to the living was composed of the following old and active members of St. Paul Typographical Union: Cornelius Guiney, M. J. Daly, William Koch, Sr., M. A. Cummings, A. E. Donaldson, J. C. Devereux, Sr., D. De Long, J. H. Wilson, Neil MacDonald and O. H. J. Briggs.

BODONI CENTENARY EXPOSITION AT MILAN NEXT YEAR.

Raffaello Bertieri, of *Il Risorgimento Grafico*, writes us that it has been decided to hold during the coming year an international exposition of printing in honor of the one hundredth anniversary of the birth of G. B. Bodoni. Milan is selected as the place, and we are promised details of the affair at a later date.

EVERY STEP taken in the development of printing has marked an advance in human civilization. Considered typographically or pictorially, the products of the printing-press have proven powerful factors in the education of the world. I know of no profession that has controlled the destinies of man more completely than that of the Master Printer. To him we owe not only the preservation of our arts and crafts but of our laws and literature, for without his help the first would have been forgotten long since, and the last would have passed into oblivion. The Master Printer is the Master of Men.

FRANK H. VIZETELLY.

Dr. Frank H. Vizetelly is the managing editor of the Standard Dictionary.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Apprentice-pressman.

(1394) Young man, eighteen years of age, desirous of learning newspaper presswork, would like to secure position on a good daily newspaper in any large Pacific coast town, California preferred. Ambitious, and capable of good work.

Experienced Cutter and A-1 Stockman.

(1395) Young man of twenty years' experience would like to secure a position with some bindery-machinery firm as traveling salesman or in a stockroom, or as foreman of small bindery. A-1 operator on cutting machines, and thoroughly experienced in all bindery work, with the exception of bookbinding. Splendid references.

All-around Bookbinder.

(1396) First-class, all-around bookbinder, fully capable of taking charge of an up-to-date bindery, either as desk or working foreman, would like to locate in the South or West. Eight years' experience on all kinds of work. At present foreman of bindery in good plant, but prefers change of locality.

Job Plant for Sale.

(1397) In the central part of Illinois there is an up-to-date job plant for sale that is well worth considering. Original cost of same was over $15,000, but at present $4,000 will secure it. Inquirers will receive full information on request.

Machinist-operator.

(1398) Machinist-operator, nine years' practical experience, thoroughly understanding the mechanism of machine on the latest models of linotypes, capable of taking entire charge of machine plant if necessary, is seeking a change. Thirty years of age. Married. Strictly temperate. Also job man of good ability.

Interest in Newspaper and Job Plant for Sale.

(1399) On account of family requiring a different climate, owner of strictly up-to-date weekly newspaper in Utah — prosperous job-printing business in connection — would like to sell. The company owns building which it occupies, pressroom in basement in rear, which is on level with back yard. Strictly up-to-date equipment. The town in which plant is located is the greatest dividend-paying silver-lead camp in the West. Half interest can be bought for $1,700 down and $1,500 in monthly instalments, which can be paid from the profits of the business, outside of the purchaser's wages of $25 a week. No competition. Business established in 1880. Average monthly business is $850 to $900.

Maryland Newspaper and Job Plant for Sale.

(1400) Thoroughly up-to-date job plant and weekly newspaper for sale in Maryland. Splendid opportunity for two or more practical men. No opposition nearer than eleven miles. Good surroundings. No indebtedness.

Job Printer and Linotype Operator.

(1401) Good job printer and machinist-operator would like to secure a position where he would have more opportunity than he has at present to work on machine, or would consider the purchase of good small country newspaper in Middle West or West, or small job office in good town. Union. Would also reimburse any one putting him in touch with such opportunities.

Foreman of Pressroom.

(1402) Up-to-date foreman of pressroom, having had charge of pressrooms in New York city for the past sixteen years, desires to make a change. He would like to go West on account of wife's health. Has had experience on magazine, cut, color process and publication work. Forty years of age, temperate, and can furnish references as to ability. At present employed. Union.

All-around Printer or Working Foreman.

(1403) Practical printer of eleven years' experience on newspaper and jobwork desires position where he can make himself useful as an all-around printer or working foreman. Good on ad. and stone work. Thoroughly understands laying out, making up and imposing. I. T. U. Course graduate. Can estimate and sell. Capable of taking charge of medium-sized office. Steady and energetic. Union.

Cylinder and Job Pressman.

(1404) Young man of twenty-four, with seven years' experience, seeks position as pressman on cylinder and jobber. Willing to go anywhere if salary is reasonable. References. Union.

Foremanship Open in Job Department in South.

(1405) A large job plant in Texas, doing a business of over one thousand dollars a month, wants a man qualified to handle the job department. Would be willing to sell small interest to a clean man and give him terms to pay for it; the main thing is the man. The position will pay $150 a month, and the company is willing to start a man at $100 and increase him just as fast as he becomes master of the business.

Lady Proofreader or Copy-editor.

(1406) Young lady, thirty years of age, would like to get work as copy-editor, but will also read proof or compile. College graduate and an experienced editorial assistant and proofreader. Can also do abstracting or compiling. Has worked on encyclopedia and on medical, legal and technical books. References. Nonunion.

I. T. U. Graduate with Excellent Average.

(1407) A-1 job compositor would like to secure a position in some large Canadian city where chance for advancement is an inducement to a good workman. I. T. U. graduate with an excellent average. At present holding foremanship in five-man shop doing newspaper, job and bookwork. Twenty-two years of age. Steady. Union.

Young Country Printer Seeks Better Position.

(1408) Young country printer, twenty-four years of age, with present employer ten years, would like to get in touch with a large printing concern, doing the better grades

of printing. Graduate of the I. T. U. Course of Instruction in Printing. Country high-school education. At present does all the job and ad. work in office as well as all the other duties which fall to a country printing-office foreman. Temperate and does not use tobacco in any form.

Young Engraver Wanted.

(1409) Young man wanted, who understands the engraving business and who can take charge of small engraving plant. Position open in the State of Montana.

Pressman Wants Position in California.

(1410) First-class pressman would like position with some concern where ability is appreciated. Prefers California as to locality.

Job Compositor Who Understands Bookmaking.

(1411) Young man, twenty-six years of age, would like to secure a position as job compositor — possibly assistant to foreman or superintendent or as manufacturing man in book plant — where there will be a chance to do the things of which he feels capable. Has studied bookmaking at Roycroft Shop. Familiar with most of the machinery in pressroom and bindery.

Two-thirder and I. T. U. Student.

(1412) Young two-thirder, familiar with country job and newspaper work, is desirous of getting into a large up-to-date printing-shop to complete trade. Not afraid of work and will stick. I. T. U. student. Had some experience on linotype machine. Can make ready on platen press.

Understands Both Mechanical and Business Ends.

(1413) Thorough printer, thirty-six years of age, who understands every angle, not only of the mechanical but the business end of the printing trade, would like to locate in Illinois, Indiana, Ohio or Kentucky, but will go wherever there is a decent prospect. Capable of taking entire charge of a medium-sized shop and handle most any line of job printing, catalogue work, etc. Union. Temperate.

Superintendent or Foreman of Composing-room.

(1414) Young man, thirty-two years of age, would like position as superintendent or foreman of composing-room. Has executive ability. Eighteen years' experience. Looking for a position that holds future for a man who can produce results.

Seeks Position as Layout Man.

(1415) Young man, twenty-six years of age, with ten years' experience in all the departments of printing, and in some of the best shops in the country, would like to secure a position as layout man in some reliable printing concern or with some company desiring a man to handle its printing. At present designer for one of the large typefoundries. Married. Strictly temperate.

Interest in Printing Plant for Sale.

(1416) One of the best printing businesses in the South is for sale. Located in a city of over one hundred thousand population, and does a yearly business of over $50,000. Reason for selling, senior member wishes to retire. Up-to-date equipment in every particular. Investigation solicited.

Young Partner Wanted.

(1417) Printer-editor of over thirty years' experience, owning thriving Socialist weekly in southern Oklahoma, wants young, ambitious partner, capable of taking charge of mechanical end. Two-thirder considered if references are good. Takes $300 to get one-half interest. A proposition worth investigation. Subscription-list growing rapidly and jobwork good. References exchanged.

Would Connect with Printing-house or Newspaper Office.

(1418) Practical printer, editor and manager — would like position with some good retail or wholesale printing-house, or in newspaper field, as advertising assistant or ad. solicitor. Six years' experience in the newspaper business. Graduate of advertising school, enabling him to work effective ads. Conducts independent ad.-writing office and enjoys good patronage.

Notice to Printers of Greater New York.

(1419) Young married man, thirty-one years of age, all-around printer, with wide typographic knowledge, good executive, and thoroughly practical, seeks position as foreman of composing-room, or as superintendent, in Greater New York. Experienced in handling newspapers, publications, catalogue, book and job work; can lay out and arrange work for the most economical handling in the various departments, and make final pronouncements. First-class estimator, systematizer, result-producer. Knowledge in purchasing papers and other supplies. Excellent references. Will furnish particulars as to experience, ability and references.

THE NEW BRITISH COPYRIGHT LAW.

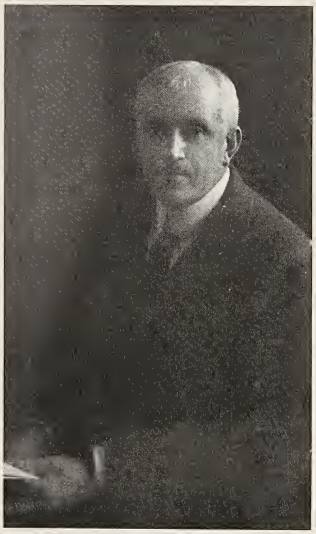
Last Monday the great tangle of copyright laws from which authors and proprietors of copyright have so long suffered came to an end, and the new code propounded by Sydney Buxton, as president of the Board of Trade, came into operation. The changes in the substantive law of copyright, the *Law Journal* points out, are many and far-reaching — a uniform term of life and fifty years will be established for all species of copyright, instead of the varying terms hitherto prevailing; performing right will be merged in the author's copyright; architectural works will for the first time receive the same protection as other works of art; wordless plays, ballets, cinematograph, and musical records will also become subjects of copyright. The right will begin to run from the making of any work, so that it will extend also to works unpublished. Authors, or, rather, their legal personal representatives, will get the benefit of a "double term," the second half of the fifty years' term after death being unassignable except by will, and per contra the system of "compulsory license" will be introduced by the provision that during the last twenty-five years any person may reproduce a work without consent, on payment of a small fixed royalty. Some long-standing grievances and anomalies will, at the same time, be removed — the author of a novel will, in future, have the exclusive right of dramatizing and translating it, and, conversely, the writer of a play will have the right of novelizing it. But what, our legal contemporary goes on to say, will certainly commend the act generally is its abolition of the futile system of registration, which has hitherto been such a pitfall in the way of aggrieved owners of copyright, the simplification and extension of the remedies for infringement, and, above all, the grant of all these new rights and advantages to the present proprietors of copyright, with the free grant to the original authors of the extended term unaffected by any existing assignments. These are great boons, for which we are indebted largely to the work of Sir John Simon, who stood sponsor with Mr. Buxton for the act, and they should secure the new copyright code a hearty welcome, whatever may be said of its minor defects.— *Liverpool Echo, July 15, 1912.*

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

Art in Advertising Arrangement.

In the foreword of his new book, "Principles of Advertising Arrangement," Frank Alvah Parsons says: "The erroneous idea as to the meaning of art and its application to industrial problems, more particularly in the advertising field, is the reason for this book. The term 'prettiness,' frequently used as a synonym for art, gives an entirely wrong impression. Pictures and drawings, particularly in



Frank Alvah Parsons.

President of New York School of Fine and Applied Arts, and author of "Principles of Advertising Arrangement."

color, often pass for art objects when the art in them is too slight to be detected. Art is quality — not mere material. Its elements are fitness and beauty. The successful choice and arrangement of materials of any kind must take into account this art quality because human intelligence demands fitness in things."

This is the key-note of Mr. Parsons' treatment of the question of advertising design, and throughout the book it is applied in a convincing manner. The various chapters treat of "The Meaning and Importance of Advertising," "The Place of Related Shapes in Advertising," "The Significance of Balance in Advertising," "Movement as a Vital Factor in Advertising," "Emphasis as Applied in Advertising Construction," "Use and Abuse of Decoration and Ornament," "The Province and Power of Color in Advertising," "The Selection and Use of Type in Advertising," and "The Typography of Advertising."

The book consists of 128 pages, 7½ by 10½ inches in size, and is attractively bound in boards. The illustrations and diagrams are numerous and convincing. It is published by the Prang Company at $2, and may be ordered through The Inland Printer Company.

"Twilight Thoughts."

Irving J. A. Miller, a Chicago printer, is the author of a very handsomely printed and attractively bound volume of verse, "Twilight Thoughts — a Poetic Revery on Man." The work bears the imprint of the Blakely-Oswald Printing Company, Chicago.

Practical Text-book of Lithography.

The invasion of the printing field by the offset press has awakened keen interest in lithography. Warren C. Browne, editor and proprietor of the *National Lithographer*, himself a printer, has contributed, in the "Practical Textbook of Lithography," a modern treatise on the art of printing from stone, a text-book "made as lucid as possible in plain, understandable English." It is designed to be an ever-ready help to the practical worker, and contains 231 pages, covering the entire range of work in lithography. The price is $2.50, postpaid in the United States. May be obtained through The Inland Printer Company.

Scientific American Reference Book.

The Scientific American Reference-book for 1913 contains within its covers a mass of information arranged and classified for ready reference, which makes it one of the most extraordinary productions of accumulated facts of which we have knowledge. Comprised in its six hundred pages and one thousand illustrations are chapters devoted to every phase of human endeavor, with full statistical information. Substantially bound in blue-gray buckram, printed in small but clear-cut, well-printed type, its low price of $1.50 brings it within the reach of every student and reader.

Poates' Atlas of the World.

The general reader is not particularly strong in geography, and he has little time to make a special study of the subject. But a good working knowledge of geography can be obtained by a habit of reference in the course of one's occasional reading. Poates' Complete Atlas of the World is admirably adapted to this purpose. It is convenient in size, beautifully engraved and clearly and distinctly printed. The atlas is 9½ by 6¾ and has 193 pages of maps printed in five and six colors, showing special features by separate

printings. It gives an alphabetical index of states, countries, besides the states with their counties and important cities and towns with their populations according to the census of 1910, and the principal cities of the world. The convenient size of the atlas makes it specially valuable for the home, library, schools, banks and offices. Bound in cloth, $1.50; leather, $2. Sent prepaid to any address in the United States on receipt of price. May be obtained through The Inland Printer Company.

"The Cameo of the Empress."

An artist who desires to paint a realistic Joan of Arc and to that purpose burns the fingers of his model with a hot poker. A cameo found by a young Italian and purchased by a young American archaeologist for a small sum, and the resentment of the young Italian at being bunkoed, expressed by an effort to puncture the archaeologist. Failure to effect this purpose. The young Italian wins the affections of the archaeologist's best girl and is about to make even by a mock marriage, when the archaeologist and the poker artist arrive, accompanied by their common friend—a Hindoo and mystic adept. The archaeologist and the artist save the young woman from the horrible fate, which it seems she contemplated with great cheerfulness; the adept takes the youthful Italian away with him and puts him to sleep, making him dream horrid dreams, minutely and feelingly described. The "Cameo of the Empress," it will be readily discerned from this partial synopsis, is full of incident. The action is laid in Naples, Pompeii and Capri, but the author, Sigmund Krausz, dedicated his production to the Press Club of Chicago, "in whose atmosphere it was conceived." The publishers are Laird & Lee, Chicago.

Electric Motors.

"The Electric Motor and Its Practical Operation," by Elmer E. Burns, will be found a valuable work to all users of electric motors. It is written in a nontechnical style and is very fully illustrated. An appendix giving the horse-power required to drive various machines is a valuable feature contributed by the Lloyd Association Illuminating Companies. From this we select the list pertaining to the printing trades for publication by special permission.



WANTED—A TITLE FOR THIS PICTURE.

A Year's Subscription to "The Inland Printer" Will Be Given for the Most Acceptable Title for the Above Illustration.

Titles must not exceed fifteen words. Address to Title Contest Editor, The Inland Printer, 632 Sherman street, Chicago. Contest will be closed November 16. Announcement of the result will be made in the December Inland Printer.

REQUIRED HORSE-POWER FOR MACHINES IN THE PRINTING TRADES.

Service.	Required H. P.
Bookbinding and Printing:	
Latham Monitor stitcher	0.5
Hickok ruling machine	0.25
Hickok knifegrinder	1
Hickok round-corner machine	0.25
Morrison wire-stitcher, No. 2	0.125
Morrison wire-stitcher, No. 4	0.25
Morrison wire-stitcher, No. 12	0.5
Dexter folders, No. 121, standard	2
Dexter folders, No. 122, special	3
Dexter folders, No. 125	2

Service.	Required H. P.
Dexter folders, No. 131, quadruple	2
Dexter folders, No. 132, quadruple	3
Dexter folders, No. 44	0.75
Dexter folders, No. 80	1
Dexter folders, No. 93	2
Dexter folders, No. 148	3
Sheridan die presses, 44 by 22 in.	2
Sheridan die presses, 33 by 18 in.	1
Sheridan rotary shears	0.75
Sheridan arch embosser	1
Sheridan 1-inch horizontal covering machines	2
Sheridan casemaker	2
Sheridan gathering machine	1
Sheridan hand-clamp book trimmer	1
Sheridan automatic book trimmer	1
Sheridan new mill cutters	3 to 5
Sheridan 34-in. perfection cutter	1
Sheridan hand-clamp cutter	1 to 2
Sheridan automatic paper cutter, 36-in.	1
Sheridan automatic paper cutter, 50-in.	2
Sheridan automatic paper cutter, 65-in.	3
Sheridan automatic paper cutter, 75-in.	5
Gally Universal presses, 10 by 15 in.	1
Gally Universal presses, 14 by 22 in.	1.5
Gally Universal presses, 20 by 40 in.	2
Chandler & Price presses, 7 by 12 in.	0.25
Chandler & Price presses, 12 by 18 in.	0.5
Chandler & Price presses, 14 by 20 in.	0.5
Goss perfecting presses, two-deck	35
Goss perfecting presses, three-deck	1-5 and 1-40
Goss perfecting presses, four-deck	1-7.5 and 1-60
Goss shaver	3.5
Goss tail cutter	4
Matrix machine	3.5
Goss duplex rotary presses, quadruple	35
Goss duplex rotary presses, sextuple	1-7.5 and 1-50
Goss duplex rotary presses, octuple	2 to 35
Potter perfecting rotary presses, 16-page, two-deck	15
Potter perfecting rotary presses, 24-page, three-deck	25
Potter perfecting rotary presses, quadruple	35
Whitlock presses, 45 by 62 in.	5
Whitlock presses, 43 by 56 in.	4
Whitlock presses, 30 by 52 in.	3.5
Whitlock presses, 35 by 47 in.	3
Whitlock presses, 29 by 42 in.	3
Whitlock presses, 27 by 40 in.	2.5
Whitlock presses, 27 by 31 in.	2
Whitlock presses, 30 by 52 in.	3.5
Whitlock presses, 41 by 52 in.	3.5 to 5
Huber-Hodgman presses, 52 by 70 in.	6
Huber-Hodgman presses, 49 by 66 in.	5.5
Scott presses, 32 by 47 in.	3
Scott presses, 35 by 51 in.	3.5
Scott presses, No. E-2	2
Scott presses, No. E-3	2.5
Scott presses, No. E-4	3
Scott presses, No. E-5	3.5
Scott presses, 26 by 36 in.	3
Scott presses, 33½ by 46 in.	4
Scott presses, 36½ by 48 in.	4.5
Scott presses, 40 by 52 in.	5
Scott presses, 43½ by 56 in.	5.5
Scott presses, 47 by 62 in.	6
Scott presses, 48½ by 66 in.	6
Scott presses, 38 by 51 in.	5
Scott presses, 46 by 60 in.	6
Scott presses, 46 by 70 in.	6.5
Hoe presses, No. 6	4
Hoe presses, No. 8	5
Hoe presses, No. 4	3
Hoe presses, No. 5	4
New Cranston presses, 26 by 39 in.	3
New Cranston presses, 33 by 48 in.	3
Harris presses, No. 1	0.5
Harris presses, No. 2	0.5
Harris presses, No. 3	0.5
Harris presses, No. 4	1
Harris presses, No. 5	1
Harris presses, No. 6	1
Harris presses, No. 7	2
Harris presses, No. 9	2
Harris presses, No. 10	2
Harris presses, No. 11	2
Harris presses, No. 12	2
Harris presses, No. 14	2
Harris presses, No. 15	2
Harris presses, No. 18	3
Harris presses, No. 21	4
Harris presses, No. 22	5
Harris presses, No. 23	5
Harris presses, No. 24	5
Harris presses, No. 27	12
Miehle press (pony)	1
Miehle No. 0 press	2.5
Miehle No. 00 press	3
Miehle No. 000 press	4
Miehle No. 0000 press	5
Whitlock 25 by 38 press	2
Cottrell 25 by 30 press	1.5
Cottrell 38 by 52 press	3
Cottrell 42 by 56 press	5
Cottrell 43 by 60 press	5
Cottrell 46 by 60 press	5
Cottrell perfecting press, 39 by 54	7.5
26 by 40 Whitlock press	2
35 by 47 Campbell press	4
Pony Campbell press	2
32 by 52 Century press	4
22 by 32 Century press	1.5
22 by 32 Scott press	1.5
Book-pasting machine	1
Book trimmer	3
Book smasher	3
Book-sewing machine	1.5
Book-embossing machine	3 to 10
Book stitcher	0.25
Book-punching machine	0.25
Book-paging machine	0.125
Board cutter	1
Profiling machine	1
Gold-dust machine	0.25
Book stamp	2 to 5
Ruling machine	0.25
Round-cornering machine	0.5
Book-gumming machine	0.125
Prouty perfecting press, 12 by 18	1
17 by 22 Cranston press	1.5
21 by 30 Campbell press	1.5
42 by 60 Century press	7.5
28 by 42 Century press	4
Pony Century press	2
Automatic cylinder-press feeder	1
33 by 47 Scott press	5
42 by 55 Scott press	5
26 by 34 Scott press	2
Linotype machine	0.25
Typecasting machine	0.5
Paper-basting machine	2
Knife grinder	2
44-in. Oswego cutter	2
36-in. Oswego cutter	1
48-in. Sanborn cutter	2
Seybold embosser	5
Cardboard-splitting machine	1
Envelope machine	1
Seybold three-knife book cutter	5
Victory embossing machine	1
Ink mills	1 to 7.5
Blackhall embossing machines	0.5
Huber-Hodgman presses, 46½ by 62 in.	5
Huber-Hodgman presses, 46½ by 56 in.	5
Huber-Hodgman presses, 42 by 52 in.	4
Huber-Hodgman presses, 38 by 48 in.	3
Huber-Hodgman presses, 31 by 43 in.	3
Huber-Hodgman presses, 28 by 33 in.	2
Huber-Hodgman presses, 40 by 52 in.	6
Campbell Century presses, 45 by 62 in.	5
Campbell Century presses, 43 by 56 in.	5
Campbell Century presses, 39 by 52 in.	5
Campbell Century presses, 36 by 48 in.	4
Campbell Century presses, 30 by 42 in.	3
Campbell Century presses, 26 by 36 in.	3

Service.	Required H. P.
Campbell Century presses, 26 by 35 in.	3
Campbell Century presses, 25 by 31 in.	3
Victoria printing presses, No. 4	1
Victoria printing presses, No. 5	1
Victoria printing presses, No. 6	2
Colt's Armory presses, 10 by 12 in.	0.5
Colt's Armory presses, 10 by 15 in.	0.5
Colt's Armory presses, 13 by 19 in.	0.75
Colt's Armory presses, 14 by 22 in.	0.75
Colt's Armory presses, 15 by 22 in.	1
Golding job presses, 8 by 12 in.	0.75
Golding job presses, 10 by 15 in.	0.75
Golding job presses, 12 by 18 in.	1
Golding job presses, 15 by 21 in.	1
The Perfected Prouty presses, 7 by 11 in.	0.125 to 0.25
The Perfected Prouty presses, 9 by 13 in.	0.25
The Perfected Prouty presses, 10 by 15 in.	0.5
The Perfected Prouty presses, 12 by 18 in.	0.75 to 1
The Perfected Prouty presses, 13 by 21 in.	0.75 to 1
Babcock presses, 26 by 32 in.	2
Babcock presses, 27 by 39 in.	2
Babcock presses, 28 by 41 in.	2
Babcock presses, 30 by 43 in.	3
Babcock presses, 32 by 47 in.	3
Babcock presses, 36 by 52 in.	4
Babcock presses, 39 by 53 in.	5
Babcock presses, 39 by 55 in.	5
Babcock presses, 41 by 55 in.	5
Babcock presses, 43 by 63 in.	6
Babcock presses, 47 by 66 in.	6
Babcock presses, 22 by 27 in.	1
Babcock presses, 27¾ by 40 in.	1.5
Babcock presses, 33½ by 48 in.	2
Babcock presses, 38 by 51 in.	2.5
Babcock presses, 24 by 31 in.	1.5
Babcock presses, 29 by 43 in.	4
Babcock presses, 39 by 52 in.	5
Babcock presses, 43 by 57 in.	6
Scott presses, 17 by 22 in.	1.5
Scott presses, 33½ by 47 in.	2.5
Scott presses, 30 by 42 in.	3
Scott presses, 24 by 29 in.	2
Scott presses, 26 by 34 in.	2.5
Scott presses, 29 by 42 in.	3.5
Monotype machine and air pump	2
10 by 12 Gordon job press	0.25
12 by 18 Gordon job press	0.5
12 by 18 Golding press	0.75
36 by 49 folding-machine	1
40 by 56 folding-machine	2
48-in. Brown folder	2
Case roller	0.25
Envelope folder	0.66
Glue mixers	1
48-in. envelope die press	1
Paper-box Machines:	
Scoring machine	1
Corner cutter	0.125
Strawboard slitter	1
Nailing machine	0.25
Cornering machine	0.1
Corner stayer	0.125
Downing machine	0.5
Slitting machine	0.5
Wire-stitcher	0.125
Wrapping machines	0.125
Crimping machines	0.333
Tin press	0.666
Tube roller	0.25
Swedging machine	0.25
Spiral box machine	1
Covering machine	0.25
Baling press	5
Dextrine mixer	2
Liner and dyer	2

This informing book is published by the Joseph G. Branch Publishing Company; 5 by 7½ inches; 192 pages; full reference index. Bound in dark-blue ribbed buckram, stamped in white foil. The price of the work is $1.50. It may be obtained through The Inland Printer Company.

GEORGE ADE FOR GOVERNOR.

"Honorable George Ade, Mentioned as Candidate for Governor of the State of Indiana," is the way it will read in history. The announcement occasioned so much excitement in the political arena of Hoosierdom that it was necessary for the sage of Brook, Indiana, to issue a proclamation and avert a stampede.

In order that the historical records may be accurately preserved among other official records, the announcement that Hon. George Ade is mentioned as a candidate for Governor is placed herewith on file, and if there are no objections will stand adoption.

"I have no wish to be Governor of my beloved State. I have even less of a wish to be a candidate for Governor. At the same time, I have no earthly objection to being mentioned for the governorship.

"During the present rainy spell, which has delayed planting of corn, we sit around and mention our friends for the governorship. It is our personal indoor sport. 'Everybody's doin' it — doin' it.' Sometimes a man with a particularly keen insight into the possibilities of the autumn mentions an enemy.

"The suggestion that I might under certain unforeseen conditions become a candidate has brought mirth and laughter into many homes, lately saddened by the internal dissensions of our party. It has caused no inconveniences to friends and has not alarmed others. It will permit the biographer to say in my obituary notice: 'In 1912 he was mentioned for the governorship.' Therefore it is a good thing.

"After all, I would rather be mentioned for the governorship than be elected Governor and then keep on being mentioned. With this kind explanation I shall retire to the storm-cellar.

"(Signed) George Ade."

— *Joe M. Chapple, in the National Magazine.*

A CORRECTION.

In the September number of The Inland Printer an item calling attention to the eight-page insert of the Mergenthaler Linotype Company was confusing to our readers through the omission of two words in a sentence which should have read as follows (the words omitted being italicized here): "The Linotype Company is confident of the strength of its position, for it will be noticed on page 5 of the advertisement an invitation is given to printers to send *to* the company *for* a list of users in their neighborhood."

As stated at that time, the Mergenthaler Company has such confidence in its three-magazine linotype — Quick Change Model 8 — that it is eager to refer all prospective buyers to those who have installed and are now using this remarkable machine.

THE ORDER OF P-I-C-A.

At each succeeding printers' convention the Order of P-i-c-a becomes a larger factor in creating genuine good fellowship among those in attendance. At the Cincinnati meeting there were signs of "Welcome, P-i-c-a," at every turn, and the "live wires" of this organization made all of Cincinnati aware of the fact that an important convention and exhibition was being held in that city. A parade of "Picas" in uniform, headed by a brass band and mounted police, was a feature that added much to the interest created in the big show, and the "boys" of P-i-c-a deserve praise for the boosting they gave the convention.

OBITUARY

Abner Greenleaf.

Abner Greenleaf, president of the Ottmar Mergenthaler (linotype) Company, and an inventor, died at his home in Baltimore, Maryland, on September 10, aged sixty-eight years.

James Murrin.

James Murrin, who had been connected as a salesman with the George H. Morrill Company, printing-ink manufacturers, for a quarter of a century, died in Chicago on September 29. Mr. Murrin was well and favorably known to the trade.

Thomas J. Gleason.

Thomas J. Gleason, printer and soldier, for many years a compositor on the Buffalo *Times*, died at his residence in that city on September 20, aged sixty-four years. Mr. Gleason was a native of Dublin, Ireland, arriving in Buffalo when only a boy. He served in the Civil War and participated in different Indian battles on the frontier in 1864. Mr. Gleason was a charter member of the Buffalo Typographical Union, and was well known in local newspaper circles.

Douglas Taylor.

Douglas Taylor, senior member of the printing firm of Douglas Taylor & Co., and one of the incorporators of the Benjamin Franklin Monument Fund, which erected the statue in Printing House square, New York city, died at his home at Tuckahoe, New York, on September 10, aged eighty-two years. Mr. Taylor was one of the founders of the Manhattan Club, a commissioner of jurors in New York county for eleven years, member of the Centennial Commission in Philadelphia in 1876, and was named by President Grant to represent the United States at the World's Fair in Vienna. He had also been connected with the Department of Education in various positions.

Charles Edwards.

Charles Edwards, for sixteen years treasurer of the Edwards & Deutsch Lithographing Company, Chicago, died at his home, 4214 Ellis avenue, on September 23, aged sixty-six years. Mr. Edwards at one time held proprietorship in the *Illinois State Register*, and was connected with the *Illinois State Journal*, at Springfield, the place of his birth. He also had been instructor in Bryant & Stratton's Commercial College, Springfield. Mr. Edwards' grandfather — Ninian Edwards — was the first and only Territorial Governor of Illinois, from 1809 to 1818; United States Senator from Illinois from 1818 to 1824, and Governor of Illinois from 1826 to 1830. His mother was the sister of the wife of the martyred President —Abraham Lincoln — the latter having been married at the home of Ninian W. Edwards, father of Charles Edwards, in Springfield. It was at the home of the latter that Mrs. Lincoln died.

In 1896, together with the late Paul Heitman, and Joseph Deutsch, the corporation of Edwards, Deutsch & Heitman was formed, the title of which, upon the death of Mr. Heitman, was changed to Edwards & Deutsch Lithographing Company, and Mr. Edwards was its secretary and treasurer until 1910, disposing of his interests at that time, although he was not actively engaged in the business, owing to ill health for several years previous.

John Hope.

John Hope, said to be the most expert engraver on copper rolls the world has known, and the inventor of the pantograph, which brought him fame in his calling, died at his home in Providence, Rhode Island, on September 8, at the advanced age of ninety-two years. In noting his death, the Providence *Bulletin* says:

> For seventy-seven years Mr. Hope was identified with engraving plants, and for seventy years of that time he had been the head of the business, first in England and then in this city. The "House of Hope," as the firm was familiarly called, dates back for one hundred and two years. Quiet, unostentatious and ambitious, Mr. Hope steadily worked through his long life to build his business into the most successful one of the kind in the world, and at the time of his death his machines were in use in every part of the world where engraving on rolls is practiced, and had revolutionized the industry. This machine [the pantograph], which permitted of doing the most accurate work ever seen in engraving rolls, is now in use in all parts of the world and, in addition to its use in calico printing establishments, is used by the governments of the United States, Canada, China and Japan in engraving banknotes. By its use it is possible to reproduce in exact detail the most intricate and artistic designs for printing on textiles.

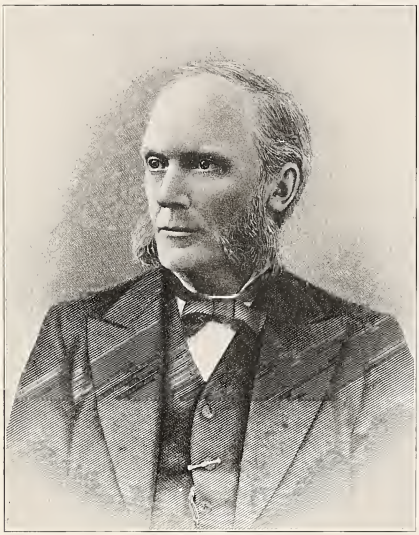
Ferdinand Wesel.

On September 20, at Hoechst a. M., Germany, Ferdinand Wesel, aged sixty-six. Mr. Wesel was on a visit to Germany, accompanied by his wife, and the cablegram announcing his death came as a profound shock to his family at home and to the officials of the F. Wesel Manufacturing Company, over which Mr. Wesel had presided for the past thirty-two years. Mr. Wesel was born in Frankfort a. M., in 1846. He learned the printing-machinery trade in the thorough manner characteristic of his countrymen. In 1866 he came to America and applied his expert knowledge in a number of shops and engaged with R. Hoe & Co. in 1868, taking charge of one of the important manufacturing departments for twelve years. He established the F. Wesel Manufacturing Company in 1880, and though beginning in a small way the business developed with a rapidity which made four removals to larger premises necessary in the first twelve years. To provide for present needs and future growth, Mr. Wesel secured the old Twenty-third Regiment Armory at Cranberry and Henry streets, Brooklyn, in 1892, remodeled it and made it the nucleus about which the present great works are built.

Mr. Wesel was an indefatigable worker, and had the faculty of vision. These combinations and his trained skill enabled him to secure results which have placed the products of the Wesel Manufacturing Company on a plane which has won for them a world-wide reputation.

J. W. Butler.

Full of years and honor, Julius Wales Butler, president of the J. W. Butler Paper Company, Chicago, died at his residence in Oak Park on Thursday, October 17, in his eighty-fifth year. He was one of the oldest merchants in the city of Chicago, and president of perhaps the oldest Chicago establishment. His family has been identified with paper manufacturing for over one hundred years. He was born in Vermont, May 7, 1828, at Hubbells Falls, where his father operated a paper mill. He finished his education at Hinesburg Academy, in Chittenden County. In the thirties the Butler family, leaving Julius in the East, settled in



J. W. Butler.

St. Charles, Illinois, and in 1840 Oliver M. Butler, the eldest brother, erected the first paper-mill built west of New York. The ruins of this paper-mill remain at this day on the old site. October 1, 1848, Julius W. moved to St. Charles and became active in the paper-mill. In the latter fifties a more modern mill for the manufacture of print paper was erected on the opposite side of the Fox river from the first mill, and it is interesting to note that at that time paper for all of the newspapers west of Detroit was supplied by this mill.

In 1844 the Chicago warehouse of the J. W. Butler Paper Company was established for the distribution of the product of the mills. All transportation in those days was effected by means of wagon teams, and until the railroads reached Chicago deliveries were made by these teams as far distant as Janesville, Milwaukee, St. Paul and Galena, the wagons taking out the finished product and bringing back rags.

The founder of the Butler family came to the American colonies in 1630, and his descendants, as far as known, have been interested in the manufacture of paper.

Mr. Butler was the senior deacon of the Union Park Congregational Church, now the First Congregational Church, and a charter member of the Union League Club. Genial yet self-contained, sagacious and benevolent, he was active in all worthy civic and philanthropic movements. On May 27, 1857, he was married to Julia Ann Osgood, who with their two sons — Frank O. and J. Fred Butler — survive him. His monument is the great establishment which bears his name and the record of a worthy and helpful life.

EVERY COUNTRY EDITOR SHOULD BE THE AGENT OF TEN GREAT CONCERNS—WELL PAID.

We repeat that advertising in country newspapers, properly utilized, is the most valuable advertising in the world for its cost. We urge advertisers to take advantage of the opportunities offered by the country newspapers. We add, incidentally, that we don't own and never expect to own any country newspaper or to have an interest in a country newspaper.

A country editor with five hundred circulation or more for his daily or weekly can talk to five hundred good, typical American families, all purchasers, all desirable customers.

Every publisher of a country newspaper should be, through his advertising columns, the trusted and valued agent and promoter of at least ten great industrial merchandizing concerns.

The country publisher alone is able through his columns to sell everything. His readers buy everything that is for sale — from nails to pianos, from pills to automobiles. They buy paint and roofing and stoves and lamps — hundreds of commodities that the city dweller never buys.

There is not a community in the United States in any one of which ten or even fifty great American merchants and manufacturers would not gladly hire at high pay a competent, earnest representative able to talk every day to five hundred or more families.

And every businesslike, hard-working country publisher is such an agent, able every day to reach the consumers that nobody else can reach.

The country newspaper is the best of all advertising mediums.

And the publisher's profits should be not less than $6 annually for every copy of the paper sold.

Little by little advertisers will come to learn the value of the country newspaper, and very rapidly, let us hope, the country editors will come to learn the value of that which they have for sale and will demand and get their share of the national prosperity, acting as national, industrial and commercial representatives, and not merely as the local mouthpieces of local merchants barely able to support themselves.

The publishers that really protect the people — the hard-working owners and editors of the fifteen thousand or more country dailies and weeklies — must unite to protect themselves and get their share of national prosperity.

They must free themselves from the idea that the country editor is the private property of the local druggist, groceryman, butcher and hardware dealer.

They must give good and faithful service to their local business men, and at the same time good and faithful service to the great mass of so-called foreign advertisers. Thus their prosperity will be doubled and quadrupled and their capacity for usefulness increased accordingly.

The country editor with a thousand circulation can make himself worth to the community at least $6,000 a year. He can make his paper earn that if he chooses to do it.

He must be his own master, not ruled by local merchants or corporations or politics — recognizing only his readers as clients, customers, advisers and equals.— *Chicago American.*

RETIREMENT OF OLDEST TRUSTEE OF UNION PRINTERS HOME.

It is the unanimous verdict of all visitors that the Union Printers Home at Colorado Springs is a well-maintained institution. If we were disposed to be patronizing, we might say it was a marvelous undertaking for workingmen without business training to handle. But THE INLAND PRINTER has always been firm in the belief that the printer is capable of accomplishing anything he wants to accomplish. So for the Home management we seek no handicap,



L. C. Shepard,
Who retires after eighteen years' service as trustee of the Union Printers Home.

and say it has been well managed when compared with any similar institution managed by men selected from any walk in life.

The man most intimately and actively identified with the Home for the longest period of time is L. C. Shepard, of Grand Rapids, Michigan, who retires on November 1 after sixteen years' service as a trustee. He is a type of the printer who is fast passing away, having an army record and having spent a portion of his life in the front-office end of the theatrical business. He was associated with the late Kirk La Shelle — also a printer — until the very evening of that author-manager's great success, since which time he has declined all offers to return to the atmosphere of the footlights. Mr. Shepard prefers to remain at his trade, and for a number of years "held down" a proof desk in Chicago. At present he holds a similar position in Grand Rapids, where he owns some residence property.

In politics he is a pronounced standpatter, and works at it. For many years Mr. Shepard has been an important influence in the politics of the typographical union. An incidence of his activity has been some abuse and severe criticism of his successful methods, but no one ever seriously thought of questioning his honesty or his sincerity.

At the last meeting of the board of trustees of the Union Printers Home his colleagues presented him with a gold watch, chain and I. T. U. charm, and ordered that resolutions be engrossed and presented to him. The minute and resolutions are as follows:

> Trustee L. C. Shepard was elected a member of the Board of Trustees of the Union Printers Home at the Louisville convention of the International Typographical Union, held in 1894. Trustee Shepard has been a continuous member of the board since that time, and is the oldest member of the Board in length of service.
>
> During Trustee Shepard's trusteeship all of the development of the Union Printers Home has taken place, and in that development Trustee Shepard has been a conspicuous figure. His one idea has been to make the Union Printers Home an institution creditable to the International Typographical Union, and a haven of rest for the aged and afflicted members of the organization. Trustee Shepard's course in this connection has always been consistent and inspired by true union principle and sentiment.
>
> Trustee Shepard has passed through the storms and stress that have afflicted the Home, and also through its fair-weather periods. In cloud and sunshine Trustee Shepard has always been an optimist, and always confident that the International Typographical Union would in the end make a success of its Home venture.
>
> Now that Trustee Shepard is about to sever his official connection with the Board of Trustees of the Union Printers Home, he has the satisfaction of knowing that his optimism and perseverance have been rewarded with victory, for the Union Printers Home — the only institution of its kind in the world — is without a rival in the fulfilment of its mission. It is not only an undisputed asset for the International Typographical Union, but it is a credit to the trade-union movement; therefore, be it
>
> *Resolved*, That the Board of Trustees of the Union Printers Home, in annual meeting assembled, expresses regret at the loss to the institution of the services as trustee of Mr. L. C. Shepard, and expresses for Trustee Shepard the highest appreciation and regard, and the hope that his future may be as happy and contented as he has labored to make the lives of the residents of the Union Printers Home.
>
> *Resolved*, That this preamble and resolution be suitably engrossed and presented to Trustee Shepard."

THE TUNES THAT LINCOLN KNEW.

An addition to the anecdotes about Lincoln is contributed by Madame de Hegermann-Lindencrone, whose book of memoirs, "In the Courts of Memory," has just been published. At the Sanitary Fair held in Philadelphia in 1864 Madame de Hegermann-Lindencrone, then Mrs. Moulton, was asked to sing for the President. After she had finished "Robert Adair," Lincoln, holding her hand in a grip of iron, said: "Music is not much in my line, but when you sing you warble yourself into a man's heart. I think I might become a musician if I heard you often; but so far I only know two tunes." "'Hail Columbia'?" she asked, "You know that, I am sure!" "Oh, yes, I know that," he replied, "for I have to stand up and take off my hat." "And the other one?" "The other one! Oh, the other one is the one when I don't stand up!"

SCHOLASTIC FLIPPANCY.

"And now," continued the professor of history, "permit me to mention a tireless worker in the great cause of humanity——"

"Attireless worker?" interrupted one of the seniors; "pardon me, professor, but if you are referring to Lady Godiva, she was attired in her luxuriant hair." — *Chicago Tribune.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Printers Hold Twenty-fifth Anniversary Banquet.

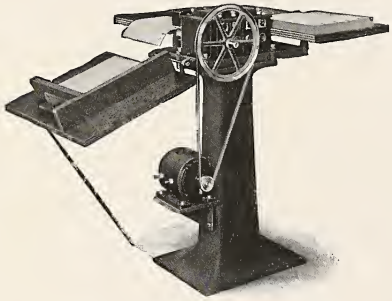
The twenty-fifth annual banquet of Binghamton (N. Y.) Typographical Union, No. 232, was held at the Hotel Bennett, that city, Saturday evening, October 12.

Printing Trades Exhibits to Be Admitted Duty Free.

Through a special act of Congress all foreign exhibits for the Printing, Advertising, Publishing and Allied Trades Exposition, to be held at the Grand Central Palace, New York, on April 19-26, 1913, will be admitted duty free. This fact insures a good representation of foreign printing machinery and printing products at the exposition.

A New Crimping and Flexing Machine.

A new crimping and flexing machine has just been perfected by the Sam'l C. Tatum Company, of Cincinnati, Ohio. It is an open-side machine, permitting the passing through of any size sheet. The crimper is provided with three pairs of crimping rolls and one pair of ironing rolls, these rolls permitting very delicate adjustments, and making it possible not only to crease the sheets but thoroughly flex them



TATUM'S NEW CRIMPING AND FLEXING MACHINE.

as well, without weakening the paper. The roll-shafts are of special steel, running in brass boxes and provided with ample oiling devices. The work is rapidly done, passing out at the back into an inclined "lay-boy" which automatically takes care of the sheets. The new machine is shown in the accompanying illustration.

Edwards & Deutsch Company Enlarging Plant.

The well-known Chicago lithographers — Edwards & Deutsch Lithographing Company — are adding two new stories to their plant at 2320-2332 Wabash avenue, which will increase the floor area twenty-five thousand square feet, making in all one hundred thousand square feet of floor space devoted to the company's business. The present building was erected especially for this concern about six years ago, but the growth of the business has been so rapid — exceeding all anticipations — that for the past two years the company has been badly handicapped for room It is expected that the addition will be ready for occupancy about November 15.

To Teach Parts of Printing Trade.

A class in typesetting, proofreading and copy-editing is being instituted in the Murray Hill Evening Trade School, in East Thirty-eighth street, New York. Arnold Levitas, of No. 516 East Seventy-eighth street, will conduct the class.

O. J. Price Now Sales Manager for Swink Company.

O. J. Price, son of William H. Price, Jr., one of the founders of the Chandler & Price Company, has been appointed sales manager of the Swink Printing Press Company, of Delphos, Ohio. Mr. Price has been connected for the past fifteen years with manufacturers of printing machinery, and his wide experience should make him a valuable acquisition to the Swink concern.

Paper Published on Train.

The "Made in Pittsburgh" special train which has been touring the country is said to be a miniature city. There is a telephone in each of the twelve cars, a laundry agency, a stand where Pittsburgh stogies are sold, and a daily newspaper office, from which a "live" paper is issued daily containing news of the train, news from home and other things of interest to the inhabitants, including an account of the day's itinerary.

Establishes Branch in New Orleans.

B. F. Copeland has been made resident manager of a branch of the Big Four Printing Ink Company, recently established at New Orleans, Louisiana. Mr. Copeland is widely known among printing craftsmen of the Southern States, having already established a large business there. It is stated that if the business justifies it a plant will be built in New Orleans. James Boyd, president of the company, is a native of that city.

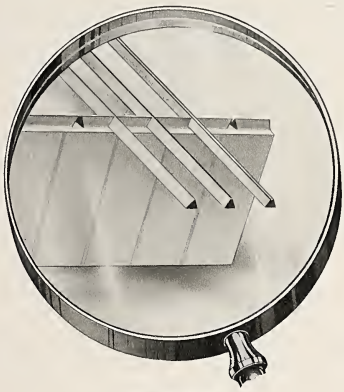
St. Paul Printing Trades Club Incorporates.

Articles of incorporation for the Allied Printing Trades Literary clubs, of St. Paul, Minnesota, were filed recently with the secretary of state. The society will either rent or buy clubrooms in St. Paul. Its purpose will be to promote the moral welfare of its members and disseminate literature. The officers are: J. C. Cutler, president; Henry Goetzinger, vice-president; Henry Crepeau, secretary; W. C. Henning, treasurer. The incorporators are Messrs. Henning, Cutler and Crepeau.

New Device for Ruled Blank Forms—"The Cross-rule Broach."

A satisfactory and comparatively inexpensive method of producing ruled blank forms is afforded users of the Lino-Tabler system by a device recently perfected by Ashton G. Stevenson, inventor of the line-cast tabular method now in general use on the linotype machine.

As dash-rules automatically cast on the linotype are utilized, the name "cross-rule broach" is the not inappropriate one chosen for this latest composing-room accessory, the extreme simplicity of which is shown by the accompanying illustration.



RULES AND SLUG.

A multitude of uses for the broach will readily suggest themselves, the mere composition of the various-ruled blank forms common to the average city or country printing-office being by no means its most important function. Work of the character referred to can be carried on, with the new device, wholly independent of the linotype operator, as the necessary dash-rules and blank slugs for spacing out the forms may be cast in quantities and carried for future use exactly as ordinary foundry rule and slugs have always been carried.

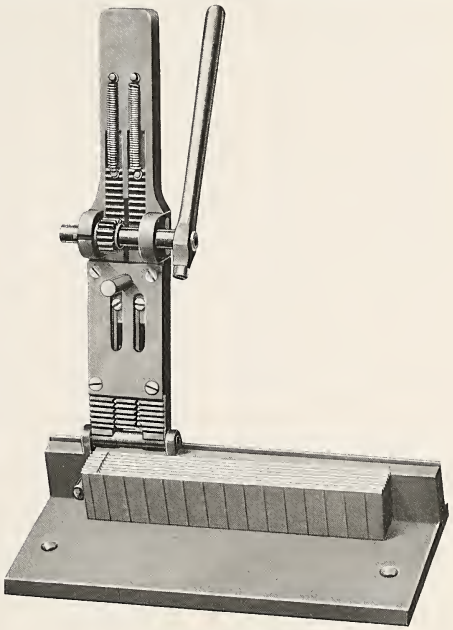
Sizes	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Sizes
5½-pt.	456	484	512	544	572	600	628	656	684	712	740	768	800	828	856	5½-pt.
6-pt.	384	408	432	456	480	504	528	552	576	600	624	648	672	696	720	6-pt.
7-pt.	282	300	318	335	358	371	388	406	424	441	459	477	494	512	529	7-pt.
8-pt.	216	229	243	256	270	283	297	310	324	337	351	364	378	391	405	8-pt.
9-pt.	171	181	192	203	213	224	235	246	256	267	277	288	299	309	320	9-pt.
10-pt.	138	147	155	167	173	181	190	199	207	216	225	233	242	250	259	10-pt.
11-pt.	114	121	128	136	143	150	157	164	171	178	185	192	200	207	214	11-pt.
12-pt.	96	102	108	114	120	126	132	138	144	150	156	162	168	174	180	12-pt.

(This table gives number of ems to running inch in eight sizes of type, in columns 16 to 30 picas wide.)

Results on blankwork equal to those produced by the wax process are attainable through the use of Mr. Stevenson's latest invention and under the average conditions found in any general printing or trade linotyping plant.

The application of the new idea to rule-and-figure tabular matter greatly enhances its appearance, obviating, as it does, the necessity for "dutching" the box headings, or cutting them off with a continuous rule from the body of the table. While by custom this method has become allowable, it must always remain an eyesore to the tabular printer who prides himself on the finished appearance of his work.

The table subjoined, set on single slug with Mergenthaler matrices, being those designated as six-point No. 21 with antique No. 6, an exceptionally condensed face, is vertically ruled with No. 4 Lino-Tabler rule running four hundred feet to the pound. The cross-rules are ordinary six-point linotype dash-rules, notched or broached as shown in enlarged view of slug, the size of the opening in its printing face being discernible on close examination of first column in the table, in direct line with the hyphens.



THE CROSS-RULE BROACH.

The Lino-Tabler Company installs the broaches on a nominal annual royalty in addition to that charged for the system itself.

Enterprising Southern Publishing House.

An exceptionally handsome and well-gotten-up specimen book has just been issued by the E. T. Lowe Publishing Company, of Nashville, Tennessee, and clearly demonstrates the fact that this company has one of the best equipped trade linotyping plants in the South. A convenient measurement scale is also being sent out by the company, with a very comprehensive and neatly printed price-list of tabular composition.

Missouri Valley Congress to Meet November 23.

At an executive session held on October 18, November 22 was chosen as the date for holding the second semiannual meeting of the Missouri Valley Typothetæ Cost Congress. The place of meeting is Kansas City, Missouri.

International Graphical Exhibition, Amsterdam, 1913.

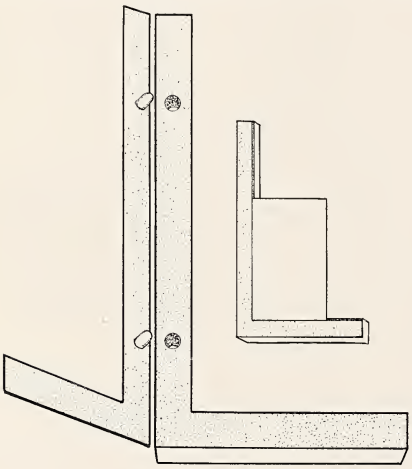
We learn that an International Graphical Exhibition will be held next year in the Industrial Palace in Amsterdam. The general rules and classification have been fixed and invitations will be sent out as soon as possible.

New Era Machinery Company Secures Injunction.

Some time ago the New Era Machinery Company, the Machine Sales Company and the Regina Company started an action against Casimer Von Philip and the Casimer Von Philip Company as defendants, in the Court of Chancery of New Jersey, to compel Casimer Von Philip and the Casimer Von Philip Company to assign certain patents covering improvements on printing presses to the New Era Machine Company. According to advices received, the injunction was granted on September 9.

The Taylor Type-prooving Gage.

A good proof makes a good impression, and a good, well-registered impression makes a good proof. So a good proof makes or helps make a pleased customer. C. J. Taylor, a well-known Chicago printer, expert in blank-book work, and who has held foremanships in seven or eight printing plants in Chicago, with profit to his employers and with credit to himself, has experimented for years on a simple



TAYLOR'S TYPE-PROVING GAGE.

device for proving. The illustration shows clearly the simplicity of this device. With this proving gage blankwork can be registered on the first proof on the ruled stock, avoiding all afterwork on the press to make the lines "strike." "Work and swing" forms can be registered before going to press. Proofs can be taken on their own stock in as many colors as desired and so tested before going to the press-room. Proofs of any kind can be taken in any position to submit to the customer in a satisfactory manner. In making planer proofs the guide makes an excellent bearer. The compositor can test his own make-up and in many ways the guide insures accuracy, satisfactory results and saves time and annoyance.

"Quality Shoppe."

G. C. Hammond, who has had wide experience as a printer, recently opened "The Quality Shoppe" at Norwood, Ohio. The plant is well equipped to do a select line of work, and will undoubtedly meet an urgent demand.



From the card of Asa H. Baxter, representing South Bend Typographical Union at Federation of Labor convention, Richmond, Ind.

News Print Paper Production Data.

Stocks of news print paper at the end of August aggregated 45,988 tons, an increase of 5,547 tons over July, as reported by the American Paper and Pulp Association to the commissioner of corporations. Production in August was 105,980 tons, an increase of 3,883 tons; shipments, 100,752 tons, an increase of 1,890 tons. Companies reporting numbered 51.

Opens Cost-finding, Estimating and Efficiency Schools.

Under the direction of the Committees on Cost, Estimating and Efficiency, the Ben Franklin Club of Cincinnati has opened courses in these three studies, with R. T. Porte, secretary of the club, as supervisor. The courses are to be open and free to all members of the club and their employees. Others may attend by making special arrangements with the secretary. From the announcement recently issued by the combined committees, we take the following explanatory statements:

> The various "night schools," so ably conducted by other organizations, were carefully looked into, and finally it was decided to adopt the methods of these night schools. . . . Instead of a hit-and-miss effort, a thorough outline and course of study for each of the three lines has been arranged. We had no authorities to help, we were treading on practically new ground so far as our subjects were concerned, and we do not consider that we have an ideal course yet, but we do believe we have laid a foundation for real constructive work, and of a character that can be built on in the future.

Handsome Sample Book of Blottings.

Fourteen separate and distinct lines of blotting paper are shown in a handsome sample-book of blottings recently sent out to wholesale paper-dealers and stationers by the Standard Paper Manufacturing Company, of Richmond, Virginia. Some of the blottings are made in as many as twenty-two different shades and almost numberless weights, sizes and finishes. All printers and stationers should pos-

sess one of these handsome books. It will be an education to them in showing what can be done by an up-to-date blotting mill. Those who have not seen the book should call at their nearest wholesale paper-dealer's and ask to see it. It will be gladly shown.

A New Gold Ink.

In this issue appears an insert of the Lustre Gold Ink and Bronze Manufacturing Company, of New Rochelle, New York. The insert is printed in the gold ink recently placed on the market by this company, and which, from tests and actual use, promises to solve much of the pressroom troubles incident to the use of gold ink. It works nicely on the press, and shows an excellent luster when printed. The insert will give an excellent idea of the results that may be obtained by its use.

A Popular Type Series.

The Charter Oak Series as shown in a two-page insert in the first section of this issue is one of the few type-designs that become standard with use. The Keystone Type Foundry certainly made no mistake when it placed this splendid letter before the printer, for its need was proved at once by its great sale, and it has never ceased to be one of the most popular display letters designed and made by the Keystone, a concern noted for its excellent type-designs.

Old Franklin Print-shop to Be Preserved.

The old house on Pearl street, Burlington, New Jersey, in which Benjamin Franklin printed the first colonial money for New Jersey, will be purchased and preserved as a historical site by the Annis Stockton Chapter, Daughters American Revolution, of Burlington County, according to plans made by the chapter at a recent meeting. Much of Franklin's work at his Burlington printery is still in existence. The building will probably be refurnished and used as the headquarters of the Stockton Chapter.

Buckeye Cover Advertising.

Interesting portfolios "advertising the advertising" of the Buckeye cover-papers are being issued by the Beckett Paper Company, of Hamilton, Ohio. The advertisements are full-page size, many of them in tints and colors, printed separately on appropriate stock and mounted on Buckeye cover-stock. The arguments presented are interesting talking points for the printer, and the examples of typography are forceful and attractive. The monthly reminder which these portfolios furnish keeps the printer posted on the development of new things in this notable line of covers.

Fortieth Anniversary of the H. C. Hansen Type Foundry.

In the fall of 1872 H. C. Hansen began making deliveries of the product of his typefoundry. He began business for himself with a two-foot rule and a limited capital — but with well-defined ideas, trained skill, thorough technical knowledge and an experience gained in Denmark, Germany and England as a foundation later developed in the type-founding business for a number of years in America. Mr. Hansen was born in a small town in the southern part of Norway in 1845. The H. C. Hansen Type Foundry, now in its fortieth year, is another testimony to the skill, thrift and energy of the great Norse race.

Dennison Nonblocking Gummed Paper.

The Dennison Manufacturing Company after experiments extending over two years has produced a non-blocking gummed paper which will prove a boon to label makers and label users. Severe tests show that this gummed paper withstands the most trying conditions. For passepartout and similar work the new paper has proved itself a distinguished success.

Dexter Company Establishes Dallas Office.

In order to give its customers in the Southwest the best service possible, the Dexter Folder Company has established a branch office at Dallas, Texas, under the management of E. G. Myers, who has been identified with printing-trade machinery for many years. Mr. Myers' territory comprises Arizona, Arkansas, New Mexico, Oklahoma, Texas and Louisiana. The office is located at 411 Juanita building, Dallas, Texas.

The Miller Saw-trimmer Abroad.

A gratifying indication of the growing appreciation of American skill in machines is given in an interesting photograph which the Miller Saw-Trimmer Company is showing with justifiable pride, which exhibits a score or more of trimmers on their way to foreign fields. France, England, Germany, Russia, Sweden, South Africa, Australia, China, Cuba, Mexico, Central America, Sandwich Islands, Philippine Islands, etc., are all customers of this progressive American concern.

Ashton G. Stevenson Meets with Accident.

While on a business trip to Philadelphia last month, Ashton G. Stevenson, whose name is known to printers everywhere as the inventor of the Lino-Tabler system, and who is the general manager of the Chicago Lino-Tabler Company, met with a painful accident while motoring about the Quaker City, his collar-bone having been fractured. The accident was caused by another machine colliding with the car in which Mr. Stevenson was riding. It is reported that the inventor is speedily recovering from the injury.

New Addition to Mergenthaler Factory.

The new eight-story addition to the factory of the Mergenthaler Linotype Company, in Brooklyn, New York, is rapidly approaching completion and will be ready for occupancy in the near future. It will be all under roof within two weeks, the exact date depending largely on weather conditions and delivery of steel. The building is of reinforced concrete and steel construction throughout.

When finished it will enable the Linotype Company to make prompter shipment of its multiple magazine machines, the demand for which shows no signs of abating.

Patent Litigation Averted.

The printing trade will be interested in the announcement of the Thompson Static Neutralizer Company, of Chicago, that its differences with the Chapman Electric Neutralizer Company have been amicably adjusted, and that the threatened suits for infringement of the Chapman patents will not be instituted. This arrangement takes the form of a license to manufacture the Thompson Static Neutralizer under the Chapman patents, and this device, which met with such success last winter, can again be offered to printers as the most effective remedy for static electricity in printing paper. The cost is but a fraction of prices previously charged for neutralizers. The inventor — John S. Thompson — is one of THE INLAND PRINTER'S staff of experts, and his solution of the problem has been pronounced by high authorities to be an absolutely scientific and effective remedy for this demon of the pressroom — static electricity. Some of the largest pressrooms in Chicago and elsewhere have all their presses equipped with these devices and, now that there is no danger of litigation, their use will extend to all parts of the country.

International Typesetting Machine Company to Open Chicago Office.

As our pages close for this number we learn that the International Typesetting Machine Company, of Brooklyn, New York, the concern headed by Herman Ridder and which is soon to place on the market a new typesetting machine similar to the linotype, is about to close a lease for a double store in the Rand-McNally building, Chicago, in which western headquarters are to be located. The space secured faces Harrison street and is located on the ground floor between the Lanston Monotype Machine Company's offices and the offices of the Seybold Machine Company.

New Printing Concern at Baltimore.

The Industrial Printing Company, Baltimore, Maryland, was incorporated September 9, to do a general printing business. The capital stock of the new company is $60,000, divided into $30,000 preferred stock and $30,000 common stock. The officers of the company are S. J. Gaeng, president; Alexander Harvey, vice-president, and Jesse B. Riggs, secretary and treasurer. Mr. Gaeng, who will be the active manager, has been well known in the printing trade for some years, having had charge of the printing plant of the old W. J. C. Dulany Company, and later the Dulany-Vernay Company.

Pressmen Vote Down Assessment.

At the recent convention of the International Printing Pressmen and Assistants' Union, there was submitted to the membership a proposal to levy an assessment of five per cent on earnings for the purpose of assisting those involved in the Chicago newspaper strike. The vote shows that the members are opposed to an assessment for this purpose. It was defeated by a majority of 2,516 in a total vote of 11,682. Though members of the web pressmen's union were the prospective beneficiaries, that group had 228 negative and 1,852 affirmative votes. The most emphatic expression came from New York feeders and assistants, who rejected the assessment by a vote of 1,964 to 34.

A Typothetae "Appreciation."

The supply men of Chicago and elsewhere were given an "appreciation" banquet by the United Typothetæ at the Chicago Athletic Club on Friday evening, October 11, in recognition of their good work in "helping things along" toward better days for the printing trades. Informality was insisted on and personalities were the order of the evening. The modest and reluctant were extolled by the elouent and fluent Mr. Lahan, the "introducer," and each in turn was assured by the noisemakers on the off side that he was "all right." The feast was good and the flow of reason and unreason made the occasion a happy and memorable one.

Business Men Inspect Birmingham Printing Plant.

Two hundred and fifty members of the Birmingham (Ala.) Chamber of Commerce recently made an excursion through the big printing establishment of Roberts & Son, of that city. R. W. Ewing, president of the company, who is also a member of the Chamber of Commerce, greeted the visitors, and, with the assistance of his sales department and company officials, conducted them through the plant. It is said that there were many expressions of surprise at the complete equipment of the big printing house, which occupies five floors of a large brick building on Third avenue.

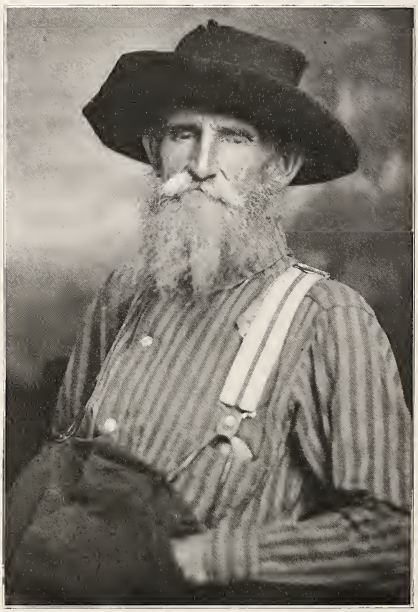
This idea of Roberts & Son might well be adopted throughout the country with considerable benefit to the printing business, especially where business men have the habit of sending their work to out-of-town concerns.

Roberts & Son also gave a house-warming for the ladies, when their attention was directed to the departments in which fine visiting-cards and wedding invitations are made. Music, refreshments and attractive souvenirs were a part of the program.

"Business Man's Advertising Bureau."

Undoubtedly a large number of merchants and other business men have been deterred from using printers' ink for advertising on account of not understanding how to go about the getting up of suitable matter. With this knowledge as an incentive, the William H. Pool Printing & Binding Company, of Chicago, has added a new department to be carried on under the title of "Business Man's Advertising Bureau," in the interests of business men and advertisers. The purpose is to educate business men in the fundamentals of printing processes as applied to booklet, catalogue and other advertising matter, so that they may be in closer touch with what is practicable, effective and desirable in business literature. Through this means it is hoped to establish a closer direct relationship between the printer and business man, so that the latter, understanding more clearly what the printer can accomplish, will have less hesitancy in entering upon an advertising campaign.

C. N. Trivess, who was until recently identified with *Printology*, a high-class house organ, published by the Regan Printing House, and who is well known to the printing trade and to many Chicago business men, has been made manager of the Pool Company's new department.



"DREAMING OF DAYS LONG AGO."
Courtesy of R. Lee Sharpe, Carrollton, Georgia.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE INLAND PRINTER, CHICAGO, ILL.

Published in compliance with Act of Congress, August 24, 1912.

Editor — ALBERT H. McQUILKIN, La Grange, Illinois.
Managing Editor — ALBERT H. McQUILKIN, La Grange, Illinois.
Business Manager — A. W. RATHBUN, Glen Ellyn, Illinois.
Publisher — THE INLAND PRINTER CO., Inc., 632 Sherman st., Chicago.
Owners — ESTATE OF HENRY O. SHEPARD, DECEASED, 632 Sherman st., Chicago.
No bonds or mortgages outstanding.
(Signed) A. W. RATHBUN, Business Manager.
Sworn to and subscribed before me this 2d day of October, 1912.
[SEAL] HARRY H. FLINN,
Notary Public.
Commission expires February 8, 1916.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of bodytype, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING —A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS —A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

ASTRA ESTABLISHMENTS.—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

FOR SALE — Half-interest in my weekly paper and plant in prosperous, growing east Texas town (fruit belt), to practical printer who can give good recommendations; am doing $3,600 business and will increase twenty-five to thirty per cent if can get good man interested to handle the mechanical end; invoice $3,000; indebtedness $1,500, easy payments, none behind; half-interest for $750 cash to right man; don't apply unless your reputation is A-1; give references first letter; young married man preferred; it will pay you to investigate this. HERALD, Bullard, Texas.

FOR SALE — Established, profitable printing business, high-class trade averaging $2,000 monthly; modern equipment complete and up to date; business center Kansas City; would take managing partner or sell entire; about $2,000 to $2,500 required; this business offers an unusual opportunity for the right man familiar with the best class of commercial work. For full particulars address L. J. FALLEY, 3900 Forest av., Kansas City, Mo.

NEW YORK PRINTING PLANT for sale; business established 17 years and plant kept up to date; gross business last year, $50,000; owner going into advertising business and will continue to produce work for new owner; this is a fine opportunity for a man who can handle high-grade work and who would like to come to New York; $5,000 cash required. HARRIS-DIBBLE COMPANY, Masonic Bldg., New York.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE — Complete job office; two cylinders, four jobbers, power paper-cutter, wire stitcher, folder, punching machine, four motors, shafting, belts and pulleys; endless quantity of up-to-date type, brass rule, ornaments, furniture, slugs, etc.; most complete outfit wood type in Central Illinois; worth over $10,000; bargain for quick sale. Address WALLENDER & UHLER, Decatur, Illinois.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

GOOD OPPORTUNITY — For Sale — well-established, fully-equipped job shop in Seattle; cylinder, 3 jobbers, cutter, stitcher, punching machine, perforating machine; material all kinds, price $4,500. Half cash, balance by installments. P. O. BOX 85, Seattle, Wash.

FOR SALE — Printing plant doing high-grade work for New York customers; everything A-1 condition; will be sold at inventory, less depreciation; easy terms; exceptional opportunity. HOBSON PRINTING CO., Easton, Pa.

FOR SALE —A first-class job office, located in Northern Indiana, in city of 22,000; office will invoice between $3,500 and $4,000; will take $2,000 cash if sold soon; a bargain; write for circulars giving list of contents. M 26.

FOR SALE — Thoroughly equipped job shop in northwestern city; everything almost new; splendid bargain. PRINTER, 2120 Harriett Avenue, So., Minneapolis, Minn.

FOR SALE — Complete up-to-date engraving plant in Middle West; A-1 location and no competition; further particulars upon application. M 41.

FOR SALE —A thoroughly organized and moneymaking printing business in Texas. M 928.

ENGRAVING METHODS.

CANFIELD'S MECHANICAL METHOD FOR ENGRAVING printing plates, enables any one understanding printing to make zinc or copper reproductions from newspapers, magazines, catalogues, drawings, prints (same size); purely mechanical, no drawing or tracing, uses gaslight or daylight, no photographic knowledge necessary; complete outfit, chemicals, plates, book instructions, etc., $7.50; specimens free; make lots of cuts, trifling cost. H. CANFIELD CO., 437 E. Woodlawn, Philadelphia, Pa.

MAKE YOUR OWN CUTS.— By my photoengraving process any printer can automatically copy pictures from newspapers, drawings, catalogues, and make zinc printing-plates; purely mechanical, no drawing; complete working instructions, $1. H. CANFIELD, 437 East Woodlawn, Germantown, Philadelphia.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Rebuilt machinery with absolute guarantee: 29 by 42 Whitlock, four-roller, printed-side-up delivery; 23 by 28 Pony Campbell, front-fly delivery, two-revolution presses; 20 by 30 Gally Cutter and Creaser; 15 by 21 Golding Jobber, with improvements; 14 by 22 Gally, long bar throw-off; 14 by 20 Peerless, late style; Embosser, by Sheridan, head 15½ by 18, four-rod. Paper cutters: 28-in. Acme, self-clamp; 32-in. Acme, self-clamp; 36-in. Sheridan "Ideal"; 38-in. Acme, self-clamp; 30-in. Stimpson Perforator. Send for complete illustrated list. PRESTON, 167 East Oliver st., Boston, Mass.

FOR SALE — One unused Kidder printing-press; takes paper from web, prints in one, two or three colors up to 30 by 40 inches and cuts or slits; impressions 1,500 per hour; any reasonable cash offer considered. INMAN MANUFACTURING COMPANY, INC., Amsterdam, N. Y.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

FOR SALE — Five shares in linotype plant; close corporation; will pay twenty-five per cent on investment; semiannual dividend; price $5,000; will make terms with responsible party with at least $2,500 cash. M 19.

FOR SALE — One 22 by 34 Harris offset press, with motor; has been operated less than one year and is guaranteed to be in first-class condition; this press is a bargain and will be sold on reasonable terms. BYRD PRINTING CO., Atlanta, Ga.

BARGAIN IN NEW WOOD TYPE — Useful Gothic series in 8, 10, 12, 15, 20, 24 line first-class wood type; write for price and samples. GERHARDT, 1162 Liberty av., Brooklyn, N. Y.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

FOR SALE — One Model No. 4 linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — Canadian linotype, with extra magazine, and Monoline two years old; both in good condition. IMPERIAL PUBLISHING CO., Halifax, N. S., Canada.

FOR SALE — Two Model 3 Canadian linotypes with very complete assortment matrices; plant in excellent condition. BARNES & CO., Halifax, N. S., Canada.

WILL SELL or exchange electrotypes from original three-color half-tone, size 5 by 8; prints exchanged. P. O. BOX 103, Buffalo, N. Y.

FOR SALE — Engraver's or electrotyper's trimmer, small size; fine condition; a bargain. M. WOLL, 6439 Laflin st., Chicago.

FOR SALE — Morrison Perfection wire stitcher, small size; fine condition; a bargain. M. WOLL, 6439 Laflin st., Chicago.

FOR SALE — 14 by 22 Colt's Armory Press with steam head. Bargain. M 25.

HELP WANTED.

Bookbinders.

WANTED —An all-around bookbinder, acquainted with blank-book work, who is a hustler and wishes to become interested in the business; central Ohio. M 39.

Electrotypers and Stereotypers.

JOB PRINTER who thoroughly understands stereotyping, or cylinder pressman who understands stereotyping; steady job for right party. TUCKER PRINTING HOUSE, Jackson, Miss.

Estimators.

ESTIMATOR WANTED for a large eastern printing plant; must be able to figure on all kinds of job, book and catalogue work; apply, giving references and full particulars, to M 20.

Foremen.

WANTED —A good printing superintendent; one experienced in fine colorwork and calendar manufacture preferred; must also be able to handle correspondence pertaining to orders and estimate costs; open shop; position ready January or February 1, 1913. M 22.

Miscellaneous.

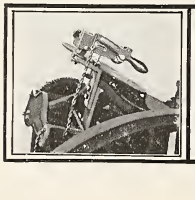
WANTED — Printer that can do block engraving, by show-printing house. M 51.

Operators.

WE HAVE AN OPENING for a strictly first-class non-union monotype caster; must be an expert. DETROIT ALLIED PRINTING TRADES ASSOCIATION, 36 Campau bldg. Detroit, Mich.

Pressmen.

WANTED —Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.



MAKE MONEY by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS — *More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and all Gordon Presses.**

Get a descriptive circular from your dealer or send to us. **THE WAGNER MFG. CO., Scranton, Pa.**

WANTED — First-class cylinder pressman, non-union, for color and fine half-tone work. Address M 29.

Salesmen.

PRINTING-STATIONERY SIDE daily newspaper wants manager-salesman to invest and take charge; annual business $22,000, can be trebled, field statewide; growing too fast for newspaper publisher to handle alone; ideal for good man to build great business and own reputation. M 12.

WANTED — A high-grade salesman as local representative; one acquainted with the South preferred; must be competent to estimate on all classes of work; address details as to age, experience, salary desired, references, etc., to P. O. Drawer 1707, Atlanta, Ga.

SALESMAN WANTED — First-class salesman wanted for stationery trade; factory established over thirty years; loose-leaf devices, blank-books, etc.; write, stating experience. BENSHOFF PRINTING COMPANY, Johnstown, Pa.

WANTED — An experienced salesman, to solicit printing, lithographing and stationery. THE CARGILL COMPANY, Houston, Tex.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

SITUATIONS WANTED.

Accountant.

SITUATION WANTED — Cost man and accountant, with years of practical experience in the printing business, also 3 years' experience installing cost and accounting systems in printing and allied lines; best references; salary $60 per week. M 792.

Advertising Men.

ENERGETIC YOUNG MAN seeks position as advertising man with publisher or printing house furnishing advertising service to patrons; can write copy, submit plans, layouts, estimates, etc.; practical printer, excellent advertising training, not a solicitor; no booze or tobacco; Middle West preferred. M 34.

Artists.

SITUATION WANTED by artist with printing or engraving house or will take charge of department; does designing of catalogues, booklets, photo-retouching and mechanical work; must be in Chicago. M 777.

SITUATION WANTED by first-class designer and all-around man, capable of taking charge of department. M 962.

Bookbinders.

SUPERINTENDENT OR FOREMAN—Practical all-around bookbinder; 20 years' experience; 12 years as foreman and superintendent; thoroughly competent to manage help to an advantage. M 24.

Engravers.

FIRST-CLASS practical photoengraver, 16 years' experience, at present part owner of successful plant, desires connection as manager or superintendent with up-to-date house, with the opportunity of buying interest later, if mutually agreeable. M 978.

Foremen, Managers and Superintendents.

COMPETENT all-around man on job and ad. composition, stonework, etc.; experienced as foreman medium-sized plant; employed in New York; wishes position with well-equipped office or private plant in smaller community; New England or East preferred; union. M 36.

MANAGER — Man thoroughly familiar in all branches of composition, electrotyping, presswork and binding, desires situation; experienced; can handle large plant and get results; has best New York references. M 33.

ALL-AROUND PRACTICAL PRINTER, understanding stock and colorwork, experienced as compositor, foreman and superintendent, desires position. FRED J. RODGERS, 1322 Hood av., Chicago, Ill.

FOREMAN of several years' experience on book and job work desires similar position in eastern or middle States; non-union. M 947.

Paper Ruler.

FIRST-CLASS PAPER RULER, of 11 years' practical experience, well posted in all lines of the business, desires position. ROBERT J. MECKE, Park Hotel, New Britain, Conn.

Photographers.

SITUATION WANTED by commercial photographer, with engraving or commercial house; one who is able to handle situation in all its branches. M 44.

Pressmen.

PRESSMAN FOREMAN, thoroughly experienced on universal and platen presses, capable of handling good work and help, wishes to locate in an up-to-date office doing a good grade of catalogue and corner-card work; best of references and samples of color and register work. FLOYD D. KNERR, 1104 High st., Williamsport, Pa.

A FIRST-CLASS cylinder and job pressman on the better grade of printing seeks change; capable of taking charge, also the running of automatic machines; will take interest if suited. M 13.

SITUATION WANTED — Experienced power pressman and platen-printer wishes to hear from a reliable concern who can offer a steady position; references furnished. M 10.

FOREMAN — Pressroom, medium-sized plant, practical man understanding all grades of work, and familiar with other branches of trade; can furnish A-1 references. M 32.

Proofreaders.

PROOFREADER — Non-union proofreader desires position with first-class medium-sized shop where work is not too heavy; would O. K. press proofs; some knowledge of the Monotype; state salary. M 615.

Stock Cutters.

PAPER-CUTTER — Stockman, shipping clerk; married man, good executive ability, with experience above the general average, handling all details in connection with stock department and cutting, shipping, etc.; A-1 reference; 4 years present position. M 43.

SPECIAL PLATES.

PRINT POSTERS — I make side-wood plates for poster work, gum plates for metal and uneven surfaces, and special curved plates for printing roll wrapping paper; write me for any special plate you may need. JOHN T. HEIZER, Columbus, Ohio.

WANTED TO PURCHASE.

WANTED TO BUY — A small printing plant in or near Baltimore; type must be new and up-to-date; not to exceed two presses; will buy with one; state what you have and price in first letter. M 27.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill., 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Our Guaranteed Reliable Tape Moistening Machine



is the cheapest and most efficient sealer on the market and is *Sold Outright — No Lease — No Rental — No Restrictions.* Absolutely the best machine on the market both in appearance and service. *Write for Catalogue.*

RELIABLE GUMMED TAPE CO., Inc. 80-90 Cypress Avenue, New York, N. Y.

Largest Manufacturers of Sealing Machines and Printed Gum Tape in the United States

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c; 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York: Credit Books, Reports, Collections, The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

Photoengravers.

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photo-engravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL AND COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y., 1101 Locust st., St. Louis, Mo., 212 E. Second st., Cincinnati, Ohio.

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery. We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
Allied Firms:
Bingham & Runge, East 12th st., and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-13

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-13

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-13

Roller Racks and Overlay Tables.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" scientific roller care. 5-13

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-13

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York city. tf

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-13

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-13

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st., and 537 Pearl st., New York. 11-12



Solid Gold Matrix Stick-pin

Machinists and Operators who have pride in their calling are buying and wearing it.

Employers can make no more suitable or pleasing present to their employees.

Sent postpaid on receipt of **$2.00**

THE INLAND PRINTER CO.
632 Sherman Street, Chicago



When You Plan a Booklet Don't Think Just "Coated Stock," Think CAMEO

At the very outset provide for your booklets a tone of quality which will lift them out of the common run and bring you the most desirable class of trade.

The soft, velvety finish of Cameo Plate gives to half-tones the appearance of photogravures without losing the value of detail. It lends dignity to the all-type booklet and gives all printed matter a greater assurance of success.



CAMEO PLATE



COATED BOOK—White or Sepia

Enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

S. D. WARREN & CO., 160 Devonshire St., BOSTON, MASS.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

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Cleveland, Ohio . . Cleveland Paper Manufacturing Co.
Cleveland, Ohio Kingsley Paper Co.
Dallas, Tex. Southwestern Paper Co.
Denver, Colo. The Peters Paper Co.
Grand Rapids, Mich. . . Central Michigan Paper Co.
Houston, Tex. Southwestern Paper Co.
Kansas City, Mo. Interstate Paper Co.
Los Angeles, Cal. Blake, Moffitt & Towne
New York City . Sole Agents, Henry Lindenmeyr & Sons (32 Bleecker St.)
New York City (for Export only) National Paper & Type Co.
Milwaukee, Wis. Standard Paper Co.
Philadelphia, Pa. Magarge & Green Co.
Pittsburg, Pa. The Alling & Cory Co.
Portland, Me. C. M. Rice Paper Co.
Portland, Ore. Blake, McFall Co.
Rochester, N. Y. The Alling & Cory Co.
San Francisco, Cal. Blake, Moffitt & Towne
Scranton, Pa. Megargee Bros.
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Seattle, Wash. Mutual Paper Co.
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Vancouver, B. C. . . . American Type Founders Co.

WANNER
MACHINERY CO.
A.F. WANNER PROP.

703 South Dearborn St. Chicago, Ill.

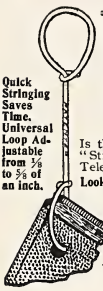
THE SWINK CYLINDER PRESS
THE TOLEDO WEB GORDON FEEDER
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Book and Register Patent Blocks - Specialties

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable
Sheets, 6 x 9 inches. $1.00 a Dozen, postpaid
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632 Sherman Street, CHICAGO.

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The BEST and CHEAPEST Gothic Series in the Market
WRITE FOR SPECIMEN SHEET
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Quick Stringing Saves Time. Universal Loop Adjustable from 1/8 to 3/8 of an inch.

The **Universal Wire Loop**



Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.
Look Better and Won't Break or Wear Out!
Let us send sample and quote you prices.

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75 Shelby Street
DETROIT - - - - MICHIGAN

PATENTED
This cut illustrates one of the various sizes of hangers for books 3/4 to 8 inches in thickness.

A Modern Monthly—
All About PAPER

The PAPER DEALER

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER
Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

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186 NORTH LA SALLE STREET, CHICAGO

Having this Printing-Office, also other business,



WILL SELL
PRINTING-PLANT
COMPLETE
or consider one-half interest, to good, sober man with cash; good business in good town. If interested write, B. B. O'NEALE, Clarksburg, W. Va.



GET PAID FOR A FULL COUNT
Higher prices require Better Counting. Your Gordons, Colt's Armory and Universal presses are incomplete without the easily applied
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Illustrate Your Advertising

THE SPATULA Cut Catalogue (12th ed.) represents thousands of beautiful and appropriate half-tone and line illustrations for booklets, catalogues, circulars, magazines and papers. A picture book that is well worth the price. Over 120 pages 9½ x 12½, postpaid 50 cents (refunded on $2.00 order). **"Beauty Book."** Full-page pictures from original photographs of sixty-five of the most beautiful women in the world. 120-lb. coated paper. Electros for sale. Postpaid 36 cents. "Cut Catalogue" and "Beauty Book" 76c. Stamps taken.
Spatula Publishing Co., 100 Sudbury Bldg., Boston, Mass.



FOR SALE
BY ALL DEALERS
Redington Counters
Used wherever a correct count is required.
Always Reliable. Price, $5.00. U. S. A.
F. B. REDINGTON COMPANY Chicago, Ill.

"Roughing" for the Trade
We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.
THE HENRY O. SHEPARD COMPANY
632 Sherman Street CHICAGO

TELEPHONE CALUMET 4233
Western Paper Stock Co.
BUYERS OF
ALL KINDS OF WASTE PAPER
1452-1458 INDIANA AVENUE
CHICAGO, ILL.

Get Your Cost Down



Enlarged Sectional View of Wheel, with Ratchet cut away, showing the large bearing of Foot of Cipher on Wheel Shaft when in printing position

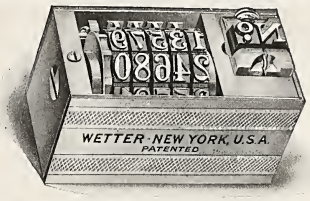
by using a Numbering Machine with a Drop-cipher **that will not get low.**

Perfect numbering can not be done if the ciphers fail to print plainly.

The illustration shows at a glance the large bearing of the foot of the cipher on the wheel-shaft (used in all Standard Model Wetters), which assures long life to this particular part.

The Wetter is built for hard work, and every part is made to stand up to the exacting conditions under which machines of this kind are used.

When you consider that it is necessary to crush the fibre of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher. Look into this feature when you purchase.



SOLD BY ALL DEALERS

WETTER NUMBERING MACHINE COMPANY

335 Classon Avenue **Brooklyn, New York, U. S. A.**

Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

Manufacturers of

Printing & Lithographic Inks

Western Branch: 705 South Dearborn Street, Chicago

BLACKSTONE BLACK—The Acme of Density. For Fine Half-tone Printing. A Free Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

When Ordering Your Book-binding Leather do not forget that the quality, not the appearance, is the most important thing to be considered. Many leathers contain acids, and crack or rot after a while, so that the book is spoiled.

Roser's Pigskin Leather

does not deteriorate. It retains its wearing qualities and its attractive appearance indefinitely, and is a source of constant satisfaction to the owner of the book.

HERMANN ROSER & SON

Established 1854 **Glastonbury, Conn.**

An Important Announcement to the Printing Trade



¶ Patent litigation, which for a time threatened to prolong the monopoly on static electric neutralizers in this country, has been averted, and we are now able to insure printers against damage suits for infringement, as the THOMPSON STATIC NEUTRALIZER is now manufactured under license from the Chapman Electric Neutralizer Company, and will continue to be sold as the most effective remedy for static electricity in printing-paper ever placed on the market.

¶ Its cost is but a fraction of prices previously charged for electric neutralizers, and the results are guaranteed.

Literature for the asking

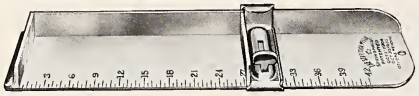
THOMPSON STATIC NEUTRALIZER

1645 OLD COLONY BUILDING, CHICAGO

Composing Stick Efficiency

insures economy, saves time and guarantees comfort to the hand of the compositor. There is that *something* about the STAR COMPOSING STICK that supplies universal satisfaction not found in any other stick.

THE STAR COMPOSING STICK



is not an experiment, but has stood the test for many years, and when once used means its permanent introduction to the user.

Our German Silver Stick

is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. Made in all popular sizes, in nickel-plated Steel, and German silver.

ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

Reduce Your Costs— Increase Your Efficiency

By eliminating the static electricity from the paper in your pressroom.

Bresnan's Electrolator



the bottled Electricity Annihilator — does the trick. Let us send you a half gallon on approval and try it for yourself.

We sell it to printers all over the United States, Canada and other countries, even in Sydney, Australia, and Stockholm, Sweden. Some printers laugh and scoff when we tell them that in fifteen minutes we will have their presses running—but we have yet to find the press that can not be started in that length of time.

Let us hear from you if interested and we will be pleased to send more particulars about Bresnan's Electrolator, also a list of some of our customers who have used it for years.

Send now and be prepared when trouble comes.

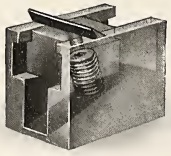
Price, ½ Gallon, $3.50 1 Gallon, $6.50 5 Gallons, $25.00

De Boise Bresnan Company

23 Park Row, New York City, N. Y.

BUY THE HOGE HOOK

(Patented April 11, 1911)



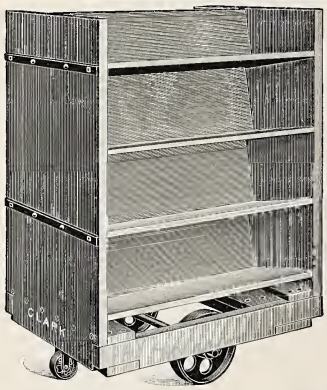
SIZE 4 X 6 PICAS

Square or swiveled jaw. 3-pica jaw adjustment. Can *not* slip. Construction simple. 3 parts, all interchangeable. Narrow or *no* margin. The best for little money.

Uprightgrain Printing Base Co.

709-711 South Dearborn Street

Chicago, Ill.



CLARK TRUCKS

are found to be trucks of quality by all who use them, and that is why that to-day they are used entirely by many large publishing houses. We make a specialty of making specials.

Send us your inquiries

THE GEORGE P. CLARK COMPANY

"Pioneer Truck and Caster Manufacturers"

Windsor Locks, Conn.

NEW YORK OFFICE: 13-21 Park Row

A Cost System Is Worthless

if it begins with records of workmen's time made with a pencil, because more than twenty per cent of such records are wrong.

It is physically impossible, accurately to record *Elapsed Time* with a visible clock dial and pencil. Mistakes are inevitable and they are sometimes costly.

The Calculagraph

mechanically computes and records Elapsed Time or actual working time and *makes no clerical errors.*

Our illustrated booklet, "Accurate Cost Records," tells how the Calculagraph is being used in several hundred printing-offices, insuring accuracy in cost records, supplying data for pay-rolls and saving money for their owners.

We send the booklet free on request

Calculagraph Company

1460 Jewelers' Building New York City

"Here Is The Answer"; in

Webster's New International

The Merriam Webster

Even as you read this issue of "The Printer" you likely question the meaning of some *new* word. You are asked the difference between a *calendar* and a *calender*. What is the *Rosetta Stone?* What is the present *Morse Code?* etc., etc.

This NEW CREATION answers all kinds of questions in Language, History, Biography, Fiction, Foreign Words, Trades, Arts, and Sciences, *with final authority.*



Hon. Samuel B. Donnelly, Public Printer at Washington, says: "Webster's New International Dictionary is the standard in the Government Printing Office."

For over forty years the Merriam Webster Dictionaries have been the standard authority in the Government Printing Office.

400,000 Words and Phrases Defined. 6,000 Illustrations. Cost $400,000. 2,700 Pages. The only dictionary with the *new divided page,* characterized as "A Stroke of Genius."

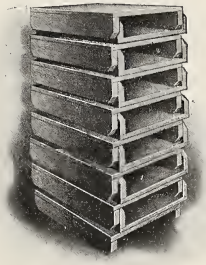
Write for sample pages, full particulars, etc. Name "The Inland Printer" and receive FREE, a set of pocket maps.

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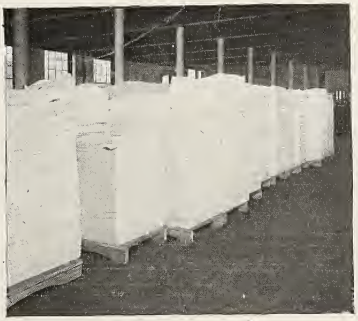
Springfield, Mass.

COWAN TRANSVEYOR

IT is the cost of the entire system you must consider when installing elevating platform trucks. The *Cowan System* is the most economical and efficient you can buy. It has been adopted by the U. S. Government and the largest papermakers and printers. You need a *Cowan Transveyor* on your own floor — then you can build, in your own shop, as many of the inexpensive wood platforms as needed.







THE *Cowan Transveyor* is all-metal construction, and made in four sizes, with capacities ranging from 2,000 lbs. up to 3,500 lbs. Roller bearings guarantee easy movement. The low-hung frame insures steadiness during transportation.

OPERATION: The *Cowan Transveyor* is pushed beneath a platform and the entire load elevated automatically and locked in place by pressing down the handle. After the load is moved where desired, it is re-deposited upon the floor by the simple process of raising the handle to a perpendicular position.

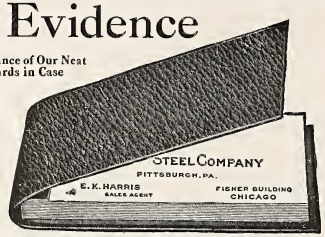
USERS of the *Cowan System* are all of one opinion. They wonder how they ever got along without it. You need it in your business.

Write for illustrated Catalog "B" and price quotations.
Ask for a 30 days' demonstration on your own floor.

COWAN TRUCK CO., HOLYOKE, MASS.

Use Your Own Card as Evidence

Appearance of Our Neat Cards in Case



No matter who your customers are, you can always get their interest by detaching one of your

Peerless Patent Book Form Cards

and showing them the *smooth edge*, and the perfect cleanliness and handiness which is characteristic of them *only*.

Once they have seen the card and have had an explanation of the ultimate *economy* and *pleasure* of their use *as against a loose card*, you have a sure and abiding customer. And remember that if he comes to you for his cards he will come to you for the other printing and engraving he may need.

A trade-winner for itself, it brings other trade to you, because a user of the *Peerless Card* judges your other printing or engraving by the printing or engraving on these cards, and their style, finish, quality and economy. If it will establish the quality of your shop, you want it, just as a trade asset.

Send for a sample tab of the cards, detach them for yourself; show them to one or two of your present customers and see how impressed both of you become with them. If they impress you they will impress others. See them for yourself.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

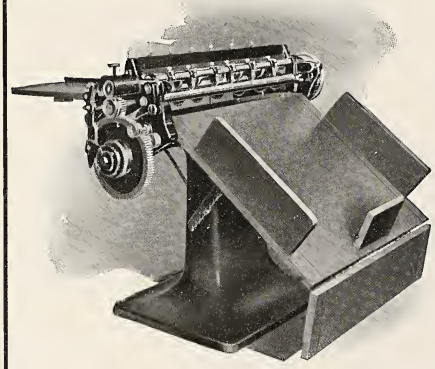
52-54 East Adams Street Chicago

OFFSET PRESS AT A LOW PRICE

I have one No. 3 Scott Offset Press equipped with Dexter feeder which I will sell as it stands at an exceptionally low price. The machine is about two years old. This is a rare opportunity to get an offset press cheap. For particulars address

CLARENCE W. DICKINSON

Manhattan Building CHICAGO



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

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Try It Out Yourself

¶Put your own letter-heads on Worthmore Bond. Then see if your sales-letters won't pull even a little better than they do now.

WORTHMORE BOND

"It has the crackle"

¶Has well earned its reputation as a "business-getter."

¶We have a book showing what can be done with this paper, and how by handling Worthmore you can have for yourself, and furnish your customer with,

"Paper Luxury Without Extravagance"

THE WHITAKER PAPER COMPANY

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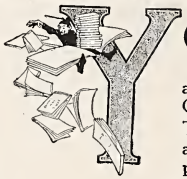
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STRATHMORE QUALITY



OU'LL GET YOURS—

as soon as you write for them — the new lot of "STRATHMORE QUALITY" sample-book units.

The Strathmore people are famous for their specimen books as well as for the "STRATHMORE QUALITY" papers. They started the present-day paper advertising. Consequently this last edition of their complete line of Bonds, Writings, Books, Covers and Announcement Papers and Boards, made at Mittineague and Woronoco Mills, is something that they, themselves, think is a little better than any previous issue.

No less a person than Will Bradley designed all the covers and title-pages for each book. He also designed completely the inside and outside of a number of the books. Besides there are books showing the prize and honorary mention designs submitted in the "STRATHMORE QUALITY" prize contest.

You can see that the new edition of "STRATHMORE QUALITY" books are what you need in your business. They are made to help sell good printing, and will help. For convenience the "STRATHMORE QUALITY" books have been divided into four groups as listed below. Which groups or group do you want? You will want these books right now, and then they will be good for a year. (Use your business letter-head; no post card or blank sheet requests.)

Strathmore Paper Company

Mittineague Mills — Mittineague, Mass., U. S. A. — Woronoco Mills

The STRATHMORE QUALITY LINE

GROUP 1
Writing Papers

- Strathmore Deed
- Strathmore Parchment
- Alexandra Linen Bond
- Woronoco Bond
- Woronoco Damask
- Fairfield Parchment
- Telanian Extra Super
- Scotia Bond
- Saxon Bond
- Stratford Bond
- Paragon Bond
- Wild Grass Bond

GROUP 2
Book Papers

- Strathmore Deckle Edge Book & Cover
- Alexandra Book
- Fairfield Deckle Edge
- Strathmore Japan
- Alexandra Japan
- Fairfield Japan
- Old Cloister Book
- Old Stratford Book
- Alexandra Deckle Edge Book & Cover

GROUP 3
Cover Papers and Bristols

- Old Stratford Parchment Cover
- Old Cloister Cover
- Rhododendron Cover
- Rhododendron Folding Bristols
- Rhododendron Duplex Bristol
- Rhododendron Box Cover
- Alexis Cover
- Alexis Folding Bristol
- Tapestry Cover
- Strathmore Chameleon Cover
- Adirondack Cover
- Carillon Cover
- Fairfield Cover
- Fairfield Bristol
- Woronoco Cover
- Woronoco Bristol
- Damask Bristol
- Wild Grass Cover
- Wild Grass Duplex
- Wild Grass Box Cover
- Blanford Cover

GROUP 4
Business Announcement Stocks

- Strathmore Deckle Edge Announcements
- Rhododendron Announcements
- Stratford Writings
- Strathmore Deckle Edge Writings

INTERTYPE

the new line-casting machine, which is being manufactured by the INTERNATIONAL TYPESETTING MACHINE COMPANY.

The "INTERTYPE" is a two-letter line-casting machine, having a quickly removable magazine, an improved assembler, a quick-change knife block, a new universal adjustable mold, an improved casting apparatus and an improved distributor. These features place it far ahead of the antiquated machines now in use. The "INTERTYPE" will be ready for the market in February.

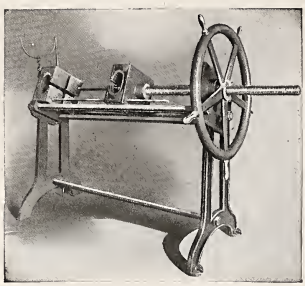
The Company will have Matrices, Spacebands and all other supply and repair parts ready for delivery in December. These can be used interchangeably on Intertype or Linotype Machines, and will be sold at a very material reduction. It will pay you to wait.

INTERNATIONAL TYPESETTING MACHINE CO.

Factory:
Foot of Montague Street
Brooklyn, N. Y.

New York Office:
182 William Street
P. O. Box 2072

Hand
Bundling
Press



Write for Prices

HICKOK
Paper-Ruling Machines
AND Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED WITH ALL OF THE LATEST IMPROVED MACHINERY ESSENTIAL TO THE PRODUCTION OF HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

Printers' Inks for Illustrations and Jobwork

Mark "ELECTRIC"

Gold Medal at Brussels, 1910.

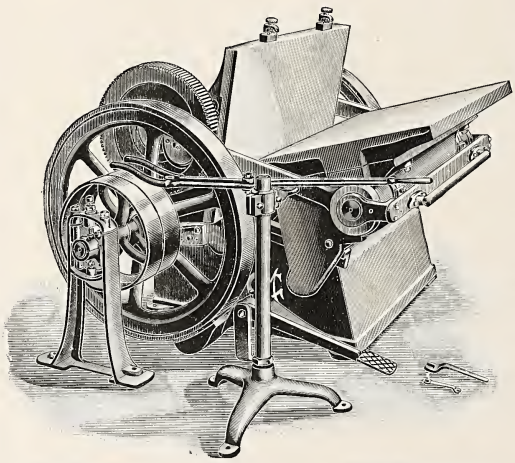
FOUNDED 1885.



The handsomest and most technically up-to-date colors of the present.

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

Back of the GALLY UNIVERSAL



there is a continuous successful record of serving the printers and specialty printers with a press of unquestionable satisfaction and service — and it is the service that counts, therefore a pleased printer is our best means of recommending

The Gally Universal Cutter and Creaser

It was the original press in the field, and is yet known as the one standard and dependable press. It is built to endure—therefore great strength and durability stand out boldly—features well worth the careful consideration of the new buyer.

Cutting and creasing on heavy stock require enormous pressure. Before you buy correspond with us. Get our complete catalogue for further information.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

Built in Five Sizes. From 20 x 30 in. to 30 x 44 in.

The National Machine Co., Manufacturers, Hartford, Connecticut
Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

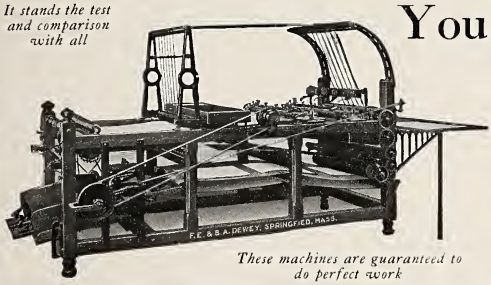
Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish. ¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

Denny, Hilborn & Rosenbach

Geo. Russell Reed Co., Agents for Pacific Coast. PHILADELPHIA

It stands the test and comparison with all



These machines are guaranteed to do perfect work

You Should Know Why

the DEWEY ruler stands at the head of its class in point of *service, perfection and satisfaction*. Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

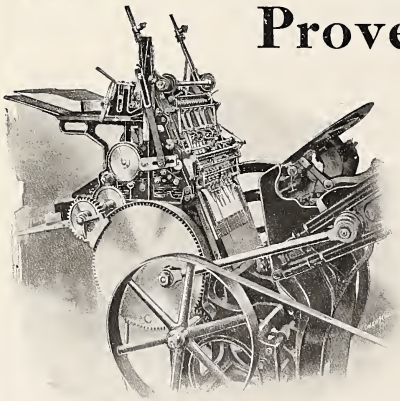
OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO

This Is the Machine That Has Proven Its Superiority



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

in twenty competitive tests with all other makes of Automatic Gordon Feeders.

Why Not Profit By This Experience?

Before ordering an Automatic Gordon Feeder you owe it to yourself to investigate the merits of this machine. You can benefit from the experience of over 400 printers *who know* and *use* this popular and tested Automatic Feeder.

Write for full particulars and back will come our illustrated circular, with our free trial offer. Do it to-day.

AUTOMATIC PRESS FEEDER COMPANY

General Offices: Transportation Bldg., Chicago, Ill. **New York Office: 50 Church Street**

: GOLD INK :

No Dusting No Sizing One Impression

AFTER twenty-five years of patient experimenting we have succeeded in perfecting a GOLD INK which we know now will do away with the dusting process in printing which for years has been the direct cause of the deaths of thousands of people, and which all along has really been the bane of the printer who has bronzing to do.

No medical man can dispute that.

Bronze being heavy and of a very poisonous nature settles dangerously in the lungs and cankers, and in a short time death ensues.

We have expended energy and much valuable time on this product, and are now ready to market a Superior Gold Ink which may be used in absolute safety.

Our inks may be had in Rich Gold, Pale Gold, Aluminum and Copper, and they are all that we say for them.

One trial will convince the most skeptical that we have a fine article and at a price within reach of every printer. We guarantee these inks to do better work than any other bronze ink on the market, because the bronze we use is especially imported for our purposes and we spare nothing to obtain perfection in the process of manufacture. We have arrived at the goal of the fullest success through the pathway of unceasing toil in a life time of presistent experimenting.

One sample order will convince you that what we say of our inks is absolutely true. Any of these inks may be had at $2.00 per pound. We pack a reducer with every pound of ink. We also manufacture a special liquid which may be mixed with bronze powders with the same good results as an ink liquid, which special liquid we sell at $1.00 per pound.

We also sell bronze powders at $1.25 a pound.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

PALE GOLD INK—PRINTED WITH ONE IMPRESSION

This Ink Never Fails

We have perfected and have placed on the market a New

Gold and Aluminum Printing Ink

which will answer every requirement of printers in this department of their business, and give them something which for years they have sought eagerly. We are positive that we have the best article now used, and that our prices are satisfactory, quality considered. Our Bronze is the best obtainable and our process of making it so perfect that we can assure any user that the inks will :: :: :: :: :: ::

NEVER PILE UPON THE PLATE

working marvelously free. Our prices are far below those of other makers. We make inks to suit all shades and grades of paper.

Our statement as to quality is based on repeated trials of the Ink, in which the quality of work was studied persistently, and the waste carefully computed. With our inks you can do better work and with less waste than with others. We will guarantee that one order will convince you.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

COPPER INK—PRINTED WITH ONE IMPRESSION

PRINT ONE JOB WHILST THE NEXT IS BEING MADE READY

The Removable Make-ready Plate



The Removable Make-Ready Plate

—of the—

Haddon Safety Platen

ensures almost continuous production at a speed of

2,500-3,000 impressions per hour.

Impressions per hour are misleading. No other platen press builder has attempted to eliminate the idle hours of make-ready. Our Exclusive Feature — Removable Make-Ready Plate — has solved it. Instal a Haddon Safety Platen and the number of hours each week it produces good work will surprise and delight.

OTHER MASTER FEATURES OF THE

Haddon Safety Platen

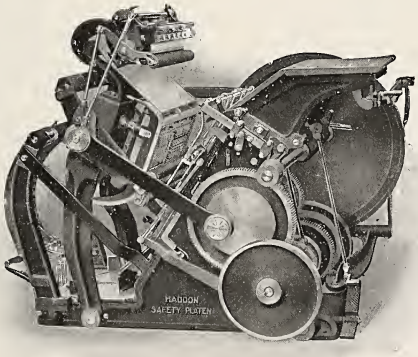
are illustrated and described in a Special Catalogue. One for you?

GOOD FOR ALL COMMERCIAL JOBBING WORK—LETTERPRESS —OR HALF-TONE—

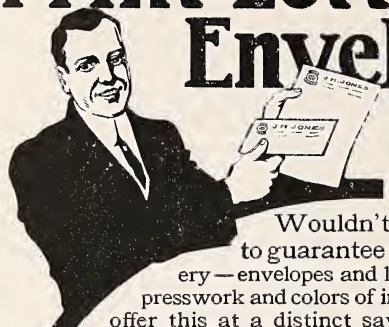
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ANGLO-CANADIAN TYPE and PRINTING MACHINERY CO., Ltd.
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Print Letterheads *and* Envelopes So They Really Match



Wouldn't it be a business getting advantage for you to guarantee a perfect match for your customers' stationery—envelopes and letterheads **exactly** alike in stock—**exactly** alike in presswork and colors of ink? And wouldn't it clinch the bargain if you could offer this at a distinct saving to him, and a longer profit to yourself?

Here's What The "Western States" Helps You To Do

Print both letterheads and envelopes **at once** from the stock-saving layouts that we will mark out for you free of charge. Just tell us the paper and sizes and we will figure out the most economical way for you to run it. Then, when the job is off, send us the envelope portion of the sheets for us to make up into envelopes. The gain to you is a big one and you're giving your man quality service at a minimum of trouble.

This is only one small end of the Western States Service—a service that means to you bigger savings, better goods and satisfied customers on every job where envelopes are concerned. You've waited too long to find out about it.

Western States Envelope Co., 311-313 East Water Street
Milwaukee Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers.



Modernize Your Plant



You can not afford to let your plant get out of date. Equip it with the modern and perfected Monitor System of Automatic Control. Monitor Controllers make the operation of all printing machinery simple, safe and sure. The cost is but a little more than for the old-style inefficient and time-consuming hand-controlled rheostat. Write for our new price-lists and a copy of our Press Control Bulletin.

Monitor Controller Company
111 South Gay St., Baltimore

labor saving
time saving
money making

this zinc cut made complete without a photo-negative

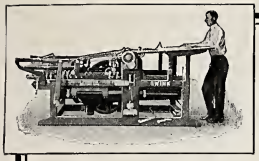
a "different" process, for black and color plates

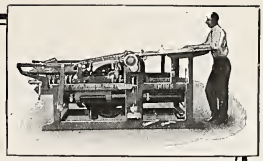
invaluable to the artist and photo-engraver



A REQUEST ON YOUR LETTER HEAD WILL BRING YOU SPECIMENS

THE CHROMOTYPE PROCESS
(PATENTED)
804 COLUMBIA BUILDING ST. LOUIS, MO.





It Is Your Duty to Study the SWINK PRESS Carefully

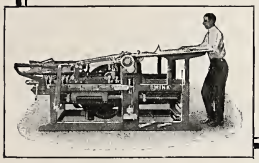
BEFORE YOU MAKE ANY CHANGE IN YOUR PRESSROOM

The Swink high-grade two-revolution press was built to meet the demand and fill a long-felt requirement.

Printers and publishers who are now using our press have added more presses of the same make and do not hesitate to recommend the merits of

The Swink High-Grade Two-Revolution Press

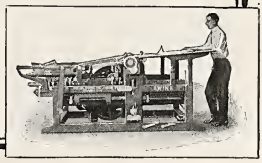
It is the most compact, "get-at-able" press on to-day's market (operator stands on floor), occupies the least amount of space, exceptionally quiet, does not shake the building, nor give pressmen nervous prostration. High speed, perfect register, book-form or four-color work, equipped with the best inking system.



Catalogue will be supplied upon request, or special representative will call and see you

THE SWINK PRINTING PRESS COMPANY

Factory and General Offices, DELPHOS, OHIO



The Juengst Gatherer - Stitcher - Coverer

The Only Three Machine Combination

in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

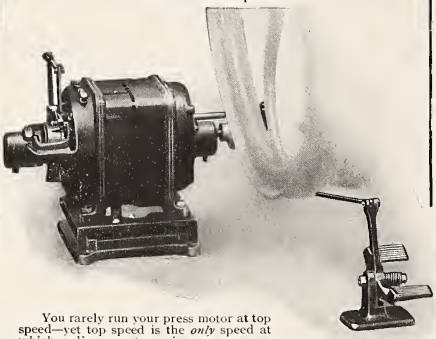
Here is a VERY Important Point About

KIMBLE PRINTING-PRESS MOTORS

(Alternating Current Only)

—HIGH EFFICIENCY

At Reduced Speeds



You rarely run your press motor at top speed—yet top speed is the *only* speed at which ordinary motors give you economical efficiency. Here are the figures of a Kimble ½ h.-p. single-phase, variable speed motor and a ½ h.-p. induction motor:

EFFICIENCY AT	Full Speed	½ Speed	¼ Speed
½ H.-P. Induction Motor	66%	33%	16%
Kimble ½ H.-P. Single-phase Motor	66%	56%	40%

These are actual figures taken from a KIMBLE ½ H.-P. single-phase, variable speed, alternating current printing-press motor and a high-class 3-phase, variable speed motor, used for the same purpose.

Your electrician can make the same test any time.

Or, expressed another way:

POWER CONSUMED PULLING SAME LOAD	Full Speed	½ Speed	¼ Speed
½ H.-P. Induction Motor	.565 KW	.565 KW	.565 KW
Kimble ½ H.-P. Single-phase Motor	.565 KW	.350 KW	.235 KW

You see, that while they are of equal efficiencies at full speed, the Kimble alternating current printing-press motor consumes only 62% as much power at half speed, and only 41½% as much power at quarter speed.

One reason for this is the fact that

Kimble Alternating Current Single-phase Variable Speed Printing-Press **Motors**

are *entirely free* from the power-wasting *controlling devices* that other motors have to use to reduce speeds.

To reduce speeds on ordinary motors you destroy or absorb the electrical power *after* it is metered, while on Kimble Printing-Press Motors a reduction of speed is almost like cutting off just so much current *before* it is metered.

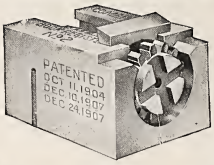
You don't have to be an electrician to appreciate what a big saving in your electricity bill this feature means to you.

That's why we say, again,

Kimbleize Your Shop and Paralyze Your Power Bill

Send for Catalog and prices.

Kimble Electric Co., *1125 Washington Boul. Chicago*







SAFEGUARD YOUR OUTPUT

by installing that sort of equipment which creates and insures accurate and dependable service in and about your pressroom. The press-room is one of the main departments that can *make* or *lose* for the printer.

The Rouse Unit System

supplies the greatest efficiency in both make-up and make-ready — a system that eliminates all waste time in making up, making ready and registering; it is the one system that permits the quickest change in plates, the narrowest possible margin and a permanent make-ready. This system reduces the waiting time of your press, insuring the greatest output as well as the best work.

KEEP YOUR EYE OPEN

for imitations, because since the Rouse Unit System Bases and Register Hooks have made such good success throughout the printing industry many have undertaken to imitate them.

Sold by Dealers Everywhere

H. B. Rouse & Company

CHICAGO

"Modern Methods" explains everything. Have you got your copy? It's FREE.

The New Rowotype

should interest every printer and publisher, because it affords them an opportunity of introducing machine composition in their plants.

¶ It is a new linecasting machine, especially built for printers and publishers, and the mechanisms incident to line casting have been reduced in this, the latest development in the printing art, to the simplest operation.

It Will Modernize Your Composing-room



Simple Typewriter Keyboard.

The Matrices Quickly Changed

Read Carefully a Few of the Important Features

¶ Is only fifty inches high, occupies but six square feet of floor space, weighs when in running order less than five hundred pounds. The operator assembles the matrices by fingering a standard typewriter keyboard. At the same time he makes a visible typewritten copy. A touch on a lever automatically does the rest and delivers a perfect "row-o-type" to the galley.

¶ The Rowotype has a single cam shaft, easily accessible. The matrices can be changed quickly, giving command over any number and variety of characters. Its power requirements: one-eighth horse-power.

¶ It is substantially built and simple in operation. The operator need not be a machinist to successfully operate. Shipped boxed ready for immediate use.

Full particulars will be supplied by addressing

THE OGDEN ROWOTYPE COMPANY

565 WEST WASHINGTON BOULEVARD, CHICAGO, ILL.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Compositors Make the Best Operators

¶ That is true because they understand the hundred and one things that go to make typography and which are as necessary in machine composition as in hand composition.

The Inland Printer Technical School

enrolls compositors exclusively as students. Their time and attention are concentrated on becoming operators or operator-machinists. The students do not have their minds distracted from the main issue by lessons or discussions on the rudiments of typography. There is always present the element of trade comradeship and knowledge that gives such a helpful tone to the conversation and stimulates the minds of students when they are discussing their work or studies.

¶ This identity of interest and knowledge, as well as concentration of educational effort, are what enable students of this school to develop so quickly and attain success.

Drop a postal and get a booklet showing what some of our fourteen hundred-odd graduates have accomplished

INLAND PRINTER TECHNICAL SCHOOL

632 SOUTH SHERMAN STREET, CHICAGO, ILL.

WESTINGHOUSE ELECTRIC

Let us tell you why the use of Westinghouse Motors enables the printer to produce the greatest amount of work for the least expense.

Write Dept. 40 to-day for full information

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.

SALES OFFICES IN 45 AMERICAN CITIES

PARSONS & WHITTEMORE

(INCORPORATED)

174 Fulton Street New York

(Cable Address "PARSWHIT")

Representatives and Correspondents in All Principal Foreign Markets.

Export Everything Used in Printing-Offices

PRINTING MACHINERY

ALL GRADES OF PAPER

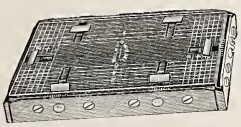
Your Plates on a Firm Footing

Uniform height, absolutely level, durable Plate Bases — that provide for quick, easy, accurate adjusting of plates — give best results — most profit. We make them for all plate-mounting purposes.

Stereotype Blocks

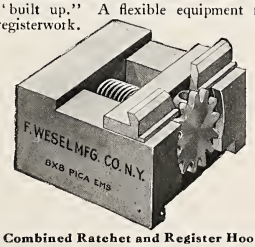
Where plates, uniform or nearly so in size, are continuously run (as in bookwork) these are standard equipment.

One of Several Styles



Sectional Systems

Plain Base and Hook Units that can be "built up." A flexible equipment for registerwork.



Combined Ratchet and Register Hook

Press Bed Blocks

Diagonal Grooved Blocks for the bed of cylinder or platen press. Drop-in-nut and self-contained hooks for all purposes.

Drop-in-nut Hook



F. WESEL MANUFACTURING COMPANY

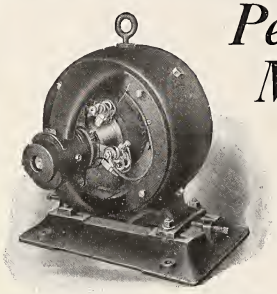
Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry Street, BROOKLYN, N. Y.

NEW YORK, 10 Spruce Street CHICAGO, 431 South Dearborn Street

The Best Proof That Peerless Motors Are a Success

lies in the fact that printers, publishers and electrotypers buy and re-buy with pronounced satisfaction the



Peerless Motor

Every motor represents the experience of over 15 years, and each motor is made to fill the exact requirements of the purchaser — therefore you have concentrated and condensed power —features of a motor of importance to the printer about to buy.

Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.

Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:
CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street
And All Principal Cities

The Waste of Paper Stock

about your plant is an item of no small consideration and is a thorn to your cost of production. With the use of

Ideal Guaranteed Non-Curling Gummed Papers



you eliminate leakage, besides supplying your customer with a strictly high-class paper. Our gummed paper is made for all climates, building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

A New Linotype Novelty



An Appropriate Holiday Gift, Useful and Attractive

A LINOTYPE FOB for all who wish to be identified with this rapidly growing branch of the printing industry.

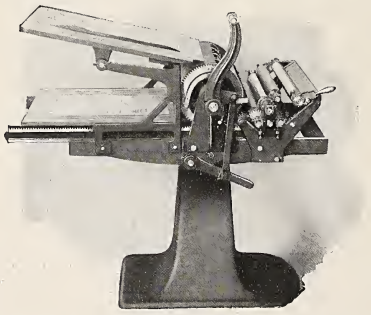
As illustrated, on silk ribbon, with solid gold swivel and finishings, medallion oroide (a composition metal, almost identical in color with gold), heavily gold plated, $5.00. Gold filled finishings, same medallion, $1.50. Leather strap, oxidized copper or silver medallion, 50 cents.

Also made up in ladies' broach or belt pins and hat pins, very neat and attractive, $1.00.

We have many other useful Linotype novelties, cuff buttons, scarf pins, belt pins, etc. Send for illustrated price-list.

The cut does not bring up the delicate, fine lines of the machine which on the original bring out in remarkable boldness the smallest details of the machine. It must be seen to be appreciated.

LINO NOVELTY COMPANY (Not Inc.)
5340 Drexel Avenue, CHICAGO, ILL.



WE ANNOUNCE a new style Potter Proof Press — the No. 2 SPECIAL, a machine designed for use in those plants where proving is a sizeable function and greater speed would be profitable.

The No. 2 Special possesses a feed board, delivery board, automatic inking device, automatic trip, and other improvements.

Turn the crank and we deliver the proof, promptly and of press-proof quality.

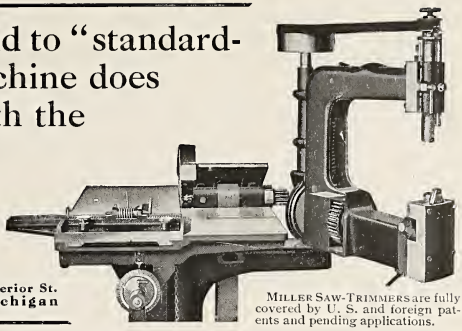
Ask us, or any dealer

A. F. WANNER & CO. Mfrs.
431 So. Dearborn St. Chicago

10,000 pressmen are being paid to "standardize" cuts by hand. This machine does 10 times the work in one-tenth the time. Try out the Miller—and let your pressman go to press.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

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"Principles of Advertising Arrangement"

by Frank Alvah Parsons, President of the New York School of Fine and Applied Art, is the one new book which every printer and buyer of printing needs.

Sent postpaid for examination, subject to return in 10 days if unsatisfactory, on receipt of price, $2.00.

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Let Us Mail to You Another Sample of a *Profit-Producing Printing Paper*

Altha Cover

Representing an Entirely New Finish

22½ x 28½ — 80 lb.

White, Pecan, India, Suede, Brown

13½ cents per lb.

Parker, Thomas & Tucker Paper Co.

514-522 Sherman Street, Chicago, Ill.

Champlin Mfg. & Sales Co.

Successor to D. H. Champlin

343 South Dearborn Street, Chicago, Ill.

Machinery for Printers, Lithographers, Bookbinders and Paper Box Makers

WESTERN AGENTS

Potter Printing Press Company, *Plainfield, N. J.*

Brown Folding Machine Company, *Erie, Pa.*

It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

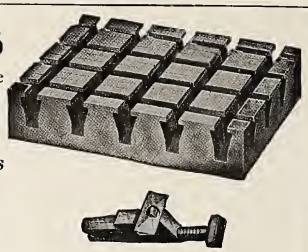
Write us—Wire us—'Phone us—We are always on the job

PRESSROOM PROFITS

come from increased efficiency. Nothing promotes efficiency more than the

UNIQUE STEEL BLOCK

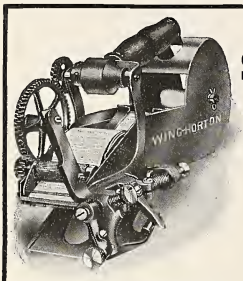
USED IN THE LARGEST AND MOST SUCCESSFUL PLANTS



Saves Time *Improves Quality* *Enlarges Profits*

We have recently developed a high degree of efficiency in our own manufacturing and sales departments and are therefore able to turn out a product of the same high standard as formerly, but at decreased cost. Our customers will share in this advantage, as our prices demonstrate. Send for our catalog and price-list.

UNIQUE STEEL BLOCK CO., Kent Ave. and Keap St., BROOKLYN, N.Y.



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

TO MAKE CLEAR OUR POSITION

We hereby affirm that The H. C. Hansen Type Foundry is an INDEPENDENT Type Foundry and is not connected with any syndicate or other type foundry. We manufacture on the premises over 70,000 characters of type.

All the Dies, Moulds, Type Machines and Tools for all departments designed and made by H. C. Hansen

The H. C. HANSEN TYPE FOUNDRY

Forty Years a Succesful Type Foundry. Established 1872

H. Alfred Hansen, Manager

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PURITAN SERIES. 12-PT. EGG-AND-DART BORDER. GRAY TONE BRASS RULE

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

¶ because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

¶ because every man in our employ is an expert in color reproduction;

¶ because we are specialists, making none but color-plates, anything from two colors up;

¶ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

¶ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

¶ because our service extends all over the country and is thoroughly dependable.

Correspondence invited.

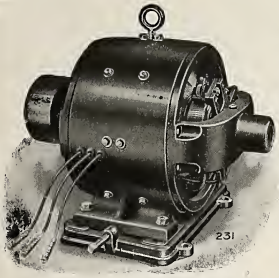
ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

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A Motor Designed for Printing Press Service



5 H.-P. Motor for driving Rotary Press

Strict economy must be practiced by printers, not only in expense, but in time saved, to show a profit.

A Robbins & Myers Standard Motor will drive a press to better advantage than any other form of power; it can be installed within the frame of the press to save space—no cumbersome overhead shafting or crowded aisles.

It is cleanly, quiet in operation and provides power at any time of day or night. The starting and stopping are always under perfect control; varying speeds are possible. The motor will last as long as the press.

Robbins & Myers Motors

Our press-driving motors furnish from ¼ H.-P. to 15 H.-P., giving a practically unlimited range of printing speeds. Ask us for list of large and small users.

The Robbins & Myers Co.
Springfield, Ohio
Branches and Agencies in All Principal Cities
We also manufacture the famous line of "Standard" Electric Fans, for direct or alternating current.

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A Good Customer—Did You Lose One?

A progressive printer picked up a large contract the other day by proving that his paper was the best and also the cheapest of all the samples submitted. He proved it on

The Mullen Paper Tester

Measures the absolute quality of paper. Differentiates between samples *appearing* exactly the same. Positively relied upon by the paper trade. Used by 555 paper manufacturers in this country and Canada. Single companies use 40 and 50 of them. 204 among the paper dealers in New York city. 46 in United States Government Purchasing Offices, from Washington to Manila and Panama. All paper furnished the United States Government has to meet specified tests on

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Will save you good money in your purchasing department and bring you new customers in your sales department. You can not afford to be without the knowledge it gives you. Let us show you the long list of printers and lithographers who are already obtaining these benefits.

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Sole Manufacturers
HOLYOKE, MASSACHUSETTS
Export Agents: PARSONS TRADING CO., New York and London

ASK TO SEE OUR SAMPLE-BOOK
WHEN YOU VISIT YOUR JOBBER

WE have recently placed in the hands of *every Paper Dealer in the United States and Canada* a large cloth-bound sample-book, showing our full line of Blottings, with the weights, sizes and colors which we carry in stock.

It would pay to call on your paper jobber and ask to see this book, so that you would be in a position to recommend to your customers what to buy when you have inquiries from them for blotters.

Recommend to your customers that they advertise on blotters. No other form of advertising brings as good results, and the cost is low. They can be printed envelope size and enclosed in letters, and thus be distributed free of cost.

To get the best results, care should be taken that a GOOD blotter is used. Our brands are recognized as being the best. *Don't forget to ask to see our book. It will pay you to do so.*

STANDARD PAPER MANUFACTURING COMPANY
RICHMOND, VA.
The Largest Makers of Blotting Paper in the World

WELCOME TO AMPERE

We want to take you on a trip through our works. In a handsome booklet, just issued, we have told how to get here from New York, only thirty-five minutes away, how Ampere was named, what the place looks like when you arrive, a brief history of the Company and its President, about our organization, policy and financial standing, and shown in the illustration many interesting details of our plant.

Write for our booklet on Ampere.

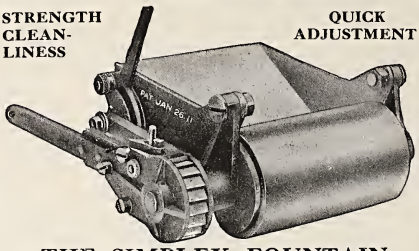
CROCKER-WHEELER CO.

AMPERE, N. J.

BALTIMORE	BIRMINGHAM	BOSTON	BUFFALO
CHARLOTTE	CHICAGO	CINCINNATI	CLEVELAND
DENVER	DETROIT	HOUSTON	INDIANAPOLIS
LOS ANGELES	MILWAUKEE	NEWARK	NEW HAVEN
NEW YORK	PHILADELPHIA	PITTSBURG	SALT LAKE CITY
SAN FRANCISCO	SPRINGFIELD	SYRACUSE	WASHINGTON, D. C.

STRENGTH CLEAN-LINESS

QUICK ADJUSTMENT



THE SIMPLEX FOUNTAIN

Made by the **Simplex Manufacturing Co., Frankford, Phila.**
Can be cleaned in five minutes on the press.

Read by British and Colonial Printers the World over.

The British Printer

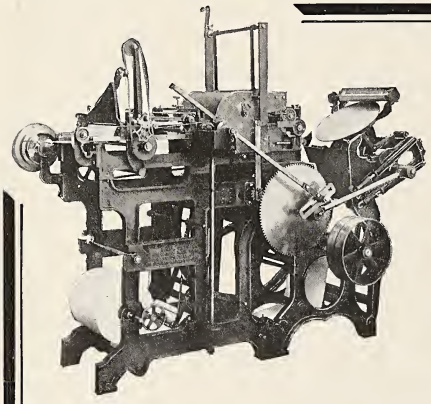
Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of jobwork form original designs for "lifting."

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LEICESTER and LONDON



The Best Investment You Ever Made

will be the installation of this indispensable Web Perfecting Job Press.

In the erection of this press we studied the requirements of the *average printer*, and the success thus far is the best evidence that we have filled a long-felt requirement.

What Do You Know About this Web Job Press?

Before you make another purchase, why not investigate all our claims and add to your equipment this all-around, dependable press?

NOTE SOME OF THE SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit*. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class jobwork.

Toledo Web Press Manufacturing Company

Toledo, Ohio

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Brantford, Can	Barber-Ellis, Ltd.
Cincinnati	Chatfield & Woods Co.
Cleveland	Union Paper & Twine Co.
Chicago	Graham Paper Co.
Chicago	Chicago Paper Co.
Detroit	Chope-Stevens Paper Co.
Denver	Graham Paper Co.
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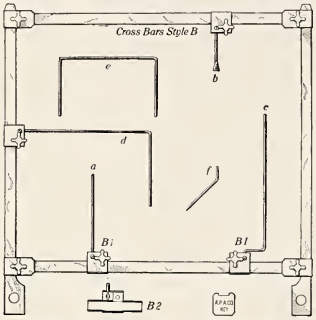
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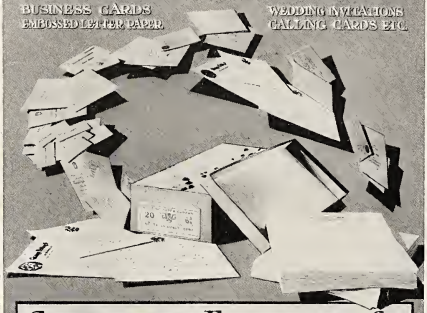
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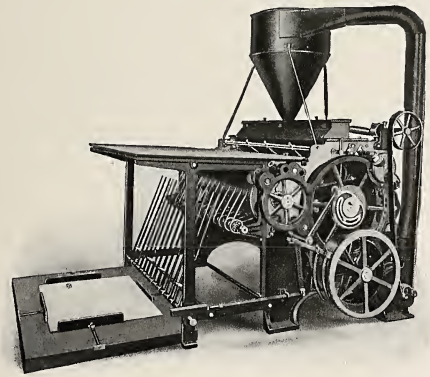
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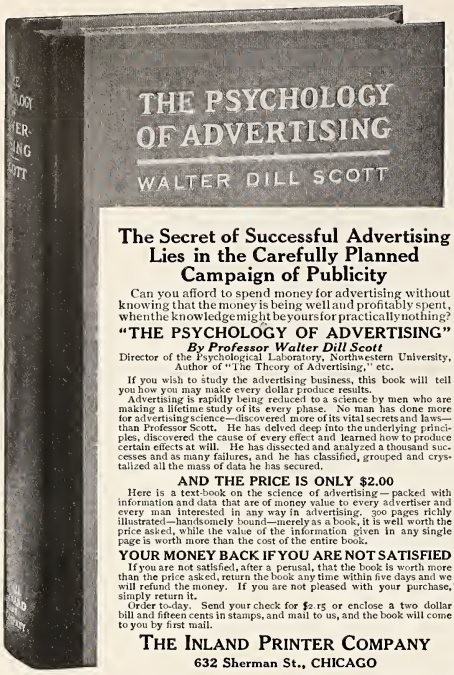
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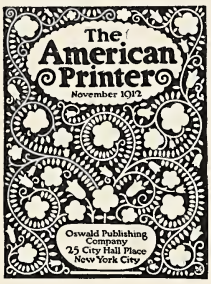
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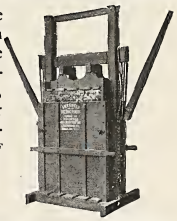
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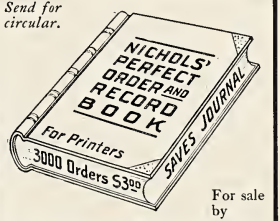
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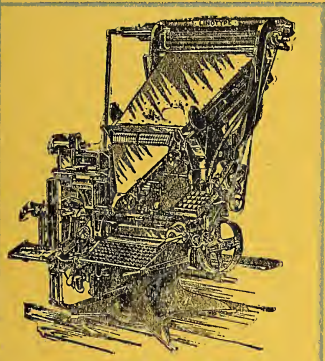
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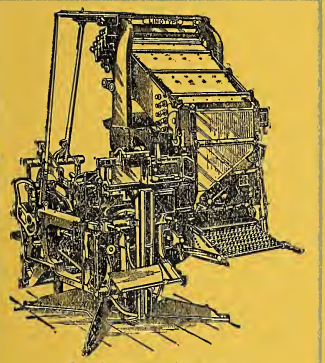
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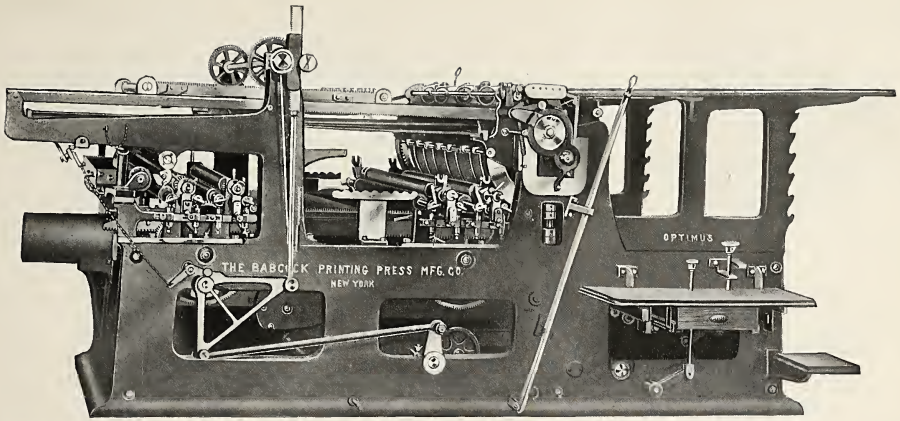
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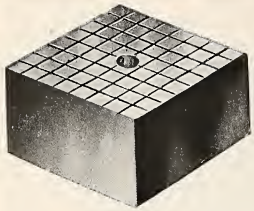
This is what a western publishing house, with twelve or more Optimus presses, says of them in use:

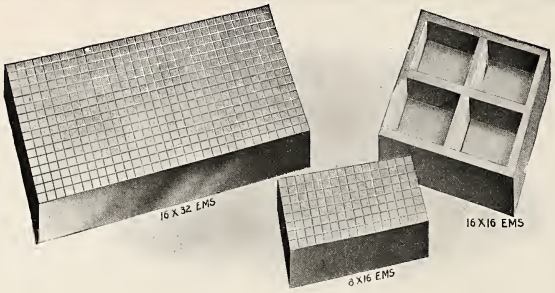
"We set a new Optimus beside a new — of the same size; both were running on the same class of work, much of the time on identical forms. The superiority of the Optimus was apparent from the outset, and has continued. It was quicker in make-ready; easier in its wear on forms; much more rigid under impression; retained adjustment perfectly, in marked contrast with the other; ran at high speed much more smoothly and evenly, avoiding trouble with the automatic feed; and at a time when repair bills on the — had amounted to a figure approaching the unreasonable, the repair cost on the Optimus had not been one cent. Up to the present the original Optimus, put in ten years ago, has cost nothing. We have bought none but Optimus presses since, and all perform equally well."

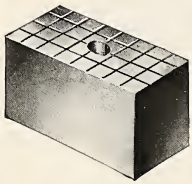
Wouldn't you be proud, too, if you had such machines?

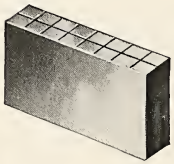
If you think of buying a small two-revolution, ask about the No. 43 Optimus for a 25x38 sheet, or the No. 35, for 22x32. Each prints its sheet with *half-inch margins.*

SET IN AUTHORS ROMAN

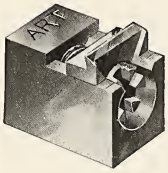


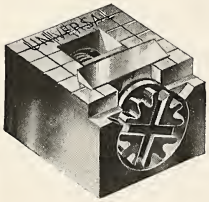












Expansion Plate-Mounting System

HERE are some of the advantages of the EXPANSION SYSTEM concisely stated:

An immense saving of time and labor in making up forms.

Adaptability to any kind of printing from plates.

A saving of 25% of the cost of the plates by eliminating the mounting.

Make-ready practically a permanent investment.

A ready response to the most delicate underlay, which, owing to the absolute smoothness and rigidity of the base, comes from the press uninjured and can be used again with little if any preparation.

Registers each plate without removing from the press, or unlocking the form.

Life of plates lengthened by true, rigid base.

Narrowest possible margin (8 points between plates), effecting a great saving in stock on long runs.

A single outfit expansive enough to meet the needs of every printer.

A gain of from twenty-five to fifty per cent in quality and quantity of production.

Write for descriptive literature. It explains in detail how the EXPANSION SYSTEM will save you hundreds of dollars each year.

The Challenge Machinery Co.

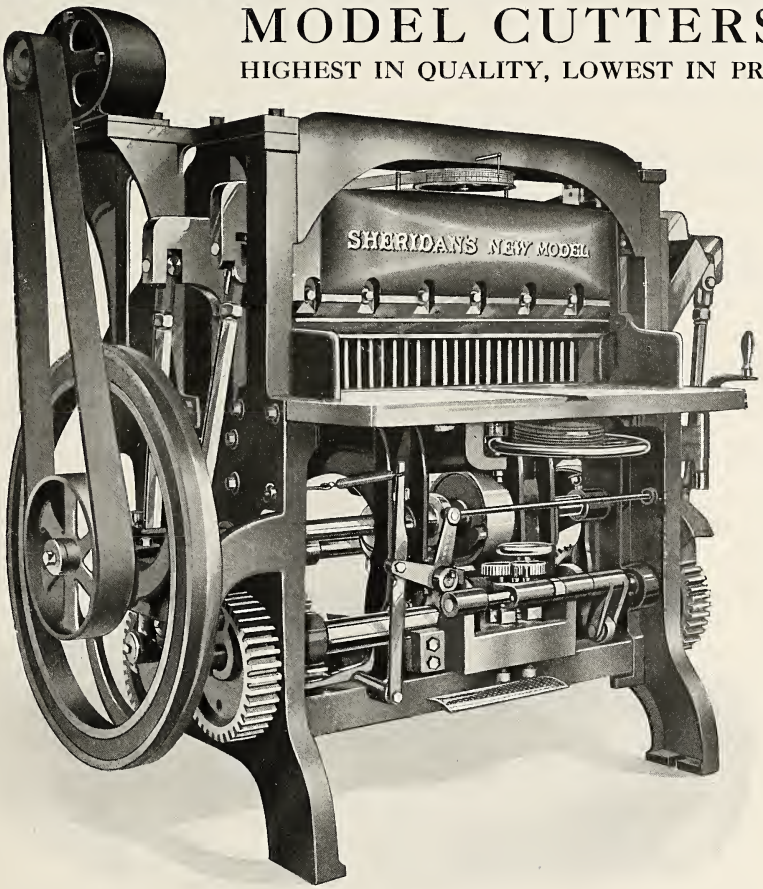
Grand Haven, Mich.

Chicago Salesroom 124 South Fifth Avenue

QUALITY, THEN PRICE

WHY NOT COMBINE THE TWO BY PURCHASING SHERIDAN IMPROVED NEW MODEL CUTTERS?

HIGHEST IN QUALITY, LOWEST IN PRICE



Made in sizes to square from 36 inches to 75 inches.

Has greater clamping power, is stronger, more accurate, simpler in construction and requires less power to operate than any other automatic clamp cutter.

Let us send you an illustrated catalogue, or shall our salesman call?

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

63-65-69 Mount Pleasant, LONDON, E. C., ENGLAND



$.30 per 1000
30% profit on 10 M = $.90



$1.60 per 1000
30% profit on 10 M = $4.80

Thirty Per Cent Profit on 10,000 CHEAP PLAIN TAGS costing 30 cents per 1000 is - - - - - - - - - $.90

Thirty Per Cent Profit on 10,000 DENNISON STANDARD PLAIN TAGS costing $1.60 per 1000 is - - - - - - $4.80

Boy, Power, Light, Press, Ink, Composition and Make-Ready

Cost the same for both Jobs

Every raise, therefore, in the Quality of the Tags sold means an increase in the profit without any corresponding increase in the labor or overhead expense.

Dennison Standard Tags

Have been the strongest tags on the market since 1863.
They defy wet weather and rough handling. Sell your customer Standard Tags.

Samples furnished to printers on request

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON	NEW YORK	NEW YORK	PHILADELPHIA	CHICAGO	ST. LOUIS
26 Franklin St.	15 John St.	15 W. 27th St.	1007 Chestnut St.	62 E. Randolph St.	905 Locust St.

Sales offices in thirty-three leading cities

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

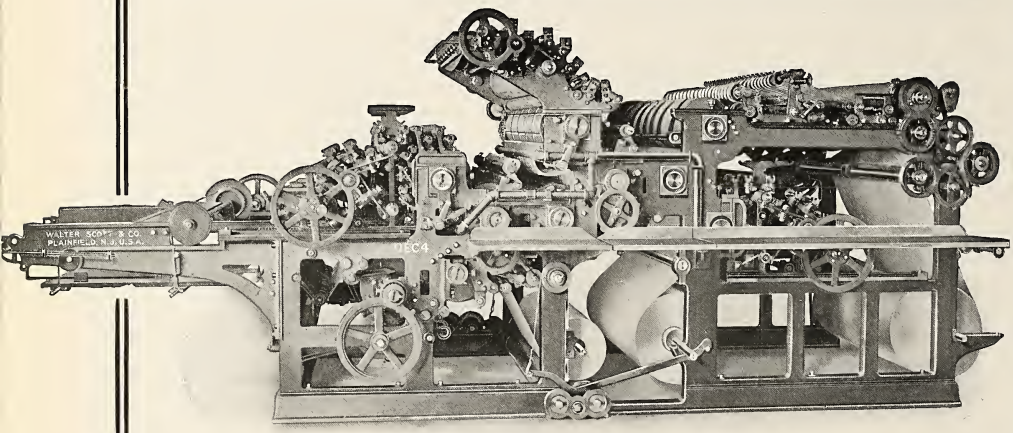
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

THE SCOTT All Size Rotary Press

CERTAINLY REDUCES

COSTS OF PRINTING



THE SCOTT ALL SIZE ROTARY is one of the most profitable machines ever installed in a printing-house, as it is capable of printing the work as well as on a flat-bed press. It only takes up the space of one machine, but turns out as much work as eight flat-bed presses.

A CHICAGO PRINTER has one of these machines running all the time, and he informed us that there is always work to keep the machine busy.

IN THE CITY OF NEW YORK one of these machines has been running night and day for years, and they are so well pleased with it that they have ordered another one.

A PHILADELPHIA PRINTER has four of these machines in his establishment. Others are running all over the country.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

Why Not Install One Now?

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

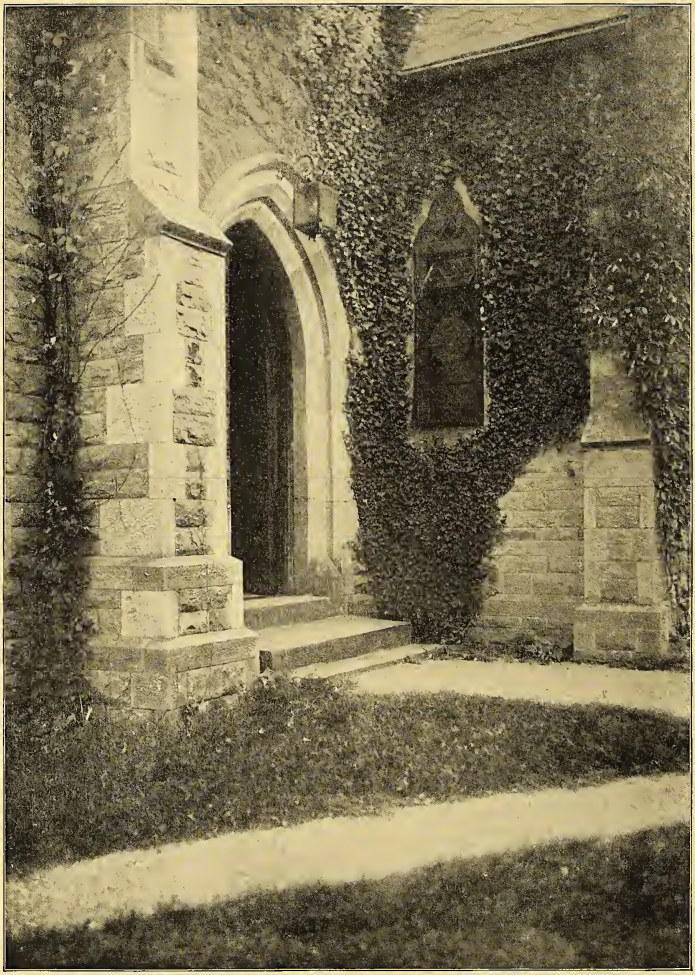
PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue — CHICAGO, Monadnock Block



The Ault & Wiborg Co.'s DUPLEGRAV DARK OLIVE No. 1072-01

Part of a regular run of 62,000 by The Champlin Press, Columbus, Ohio



The Ault & Wiborg Co.'s DUPLEGRAV DARK OLIVE No. 1072-01

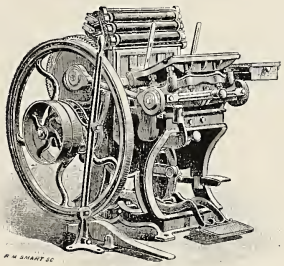
Part of a regular run of 62,000 by The Champlin Press, Columbus, Ohio

25 Years

of the

March of Progress

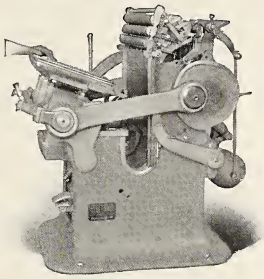
Look at This



Model of 1888

Then Close Your Eyes and

Look at This



Model C of 1913

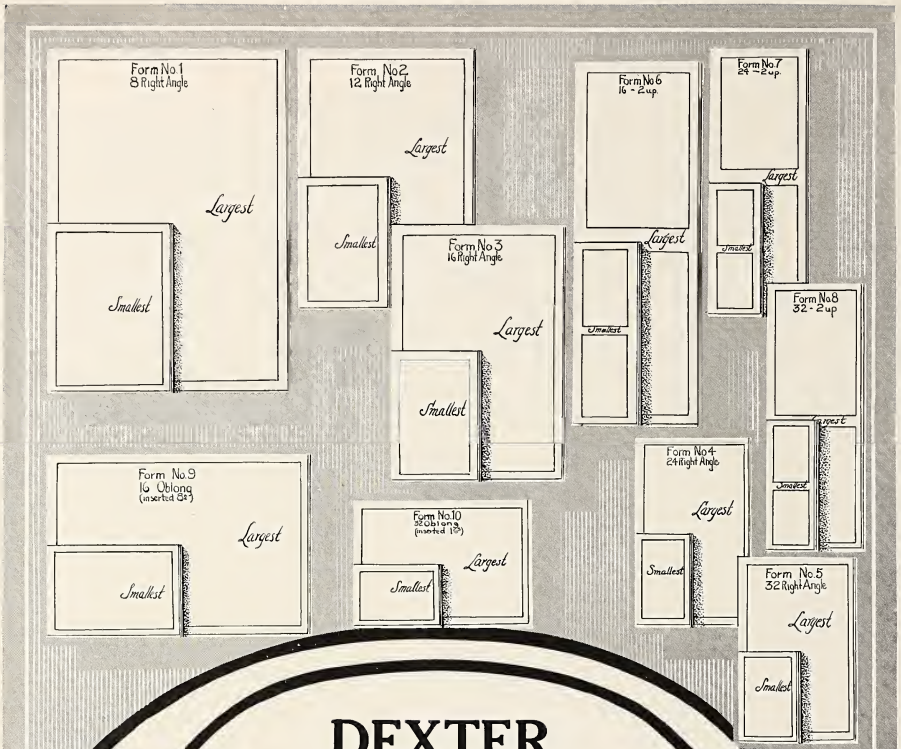
Need We Say More?

Many forms which required a double inking with our Model A machines can be done with a single inking on the 1913 Model C. This point, together with added convenience in "make-ready" and "clean-up," adds many dollars to the profits of the progressive printer. We would be pleased to submit you an attractive proposition to replace your old and out-of-date machines.

JOHN THOMSON PRESS COMPANY

253 Broadway, NEW YORK CITY — Fisher Building, CHICAGO

TORONTO TYPE FOUNDERS—CANADIAN AGENTS.



DEXTER

BOOKLET-CIRCULAR FOLDER

Makes these ten regular and a number of special folds in sheets 8½x11 up to26x40 inches. A rapid, simple, easily operated machine at a moderate price, for handling small-to-medium sizes of work.

Two sizes. Either Book or Newspaper Imposition. Speed 6,000 sheets per hour.

DEXTER FOLDER COMPANY

NEW YORK CHICAGO PHILADELPHIA BOSTON

Dodson Printers' Supply Co.
ATLANTA, GA.

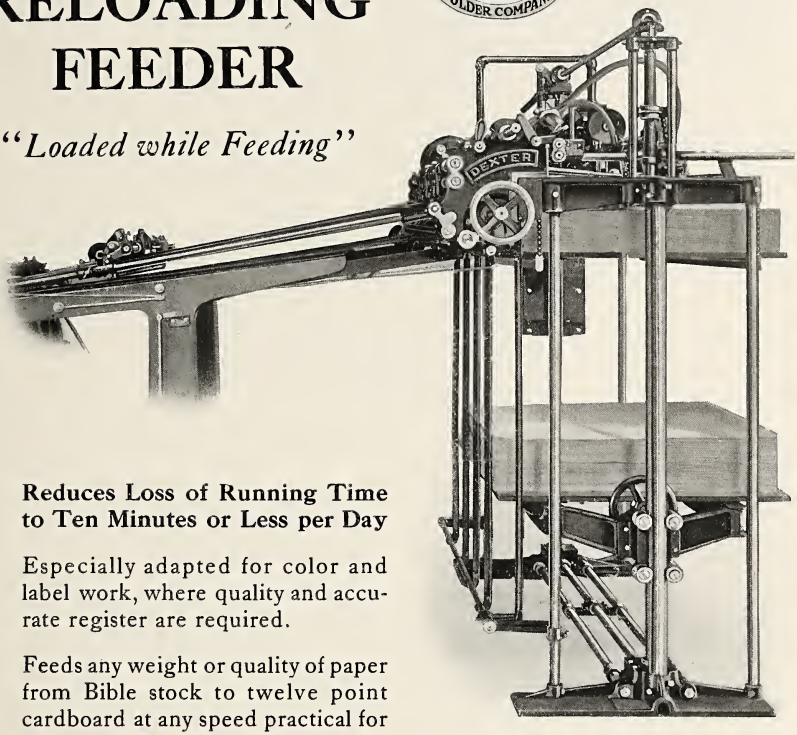
Brintnall & Bickford
SAN FRANCISCO

T. W. & C. B Sheridan
LONDON, ENG.

The J. L. Morrison Co.
TORONTO, CAN.

DEXTER RELOADING FEEDER

"Loaded while Feeding"



Reduces Loss of Running Time to Ten Minutes or Less per Day

Especially adapted for color and label work, where quality and accurate register are required.

Feeds any weight or quality of paper from Bible stock to twelve point cardboard at any speed practical for the press.

Continues feeding from the auxiliary table while the main piling board is being lowered, reloaded and returned to the feeding position.

Where the "truck loading system" is preferred, this feeder can also be loaded for a "full day's run." It is practically a continuous pile feeder.

DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS

NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA
DODSON PRINTERS SUPPLY CO.

SAN FRANCISCO
BRINTNALL & BICKFORD

TORONTO, CANADA
THE J. L. MORRISON CO.

The 3 D's of Paper

I. Desirability
II. Durability
III. Dependability

When buying Bond Paper put it to the 3 D Test.
See if these three questions can be answered favorably.

1st D. *Is it desirable?*	That is, good to look at and to feel. Is it clear, clean and crackly, and does it work well on the presses?
2nd D. *Is it durable?*	Is it made from such stock that it will last, will withstand all wear, tear and strain in printing and afterward?
3rd D. *IS IT DEPENDABLE?*	Is it always good, not O. K. one shipment, and mediocre, off weight, color or finish the next one.

WORTHMORE BOND

"It has the crackle"

Stands these tests so successfully that our sale of it increases every month.

THE WHITAKER PAPER COMPANY

CINCINNATI

New York Office:
FIFTH AVENUE BUILDING

Sold in Boston by
BAY STATE PAPER COMPANY

Chicago Office:
1166 PEOPLES GAS BUILDING



TEST YOUR PAPER



Price $20.00. Calf Skin Case, $1.00 Extra

WITH

The Ashcroft Paper Tester

In no other way can you determine its exact value.

Just examine these tests made on five widely advertised Bond Papers; all basis 17x22—16:

Sample No. 1.	Average strength,	34.6	thickness	.00275	Price,	20c per lb.	
" No. 2.	"	"	23.2	"	.0025	"	6½c " "
" No. 3.	"	"	26.3	"	.0025	"	16c " "
" No. 4.	"	"	25.3	"	.0025	"	10½c " "
" No. 5.	"	"	24.5	"	.00275	"	6 " "

Sample No. 1 is a good paper, tests high and bulks well.

Sample No. 2 *tests less* than sample No. 5, *bulks less* and COSTS MORE. In addition, it is not as white as sample No. 5.

Sample No. 3 tests almost the same as No. 4, bulks exactly the same and costs 5½c per pound more. There is very little difference between the two in the matter of color, finish and crackle.

These tests illustrate why the ASHCROFT PAPER TESTER is necessary to every printer. Not only is it invaluable for comparing various samples, but its accuracy, and the fact that it is constructed entirely of metal, makes it the most desirable paper tester to be had.



Price $10.00. Calf Skin Case, 50c Extra

The Ashcroft Thickness Gauge

will enable you to determine the bulk of various samples. By measuring the bulk of ten sheets, you can tell the bulk of any number of sheets. It will tell the difference between various thicknesses of paper instantly.

It is invaluable to the printer and printers' salesman.

THE ASHCROFT MFG. COMPANY

85-87-89 LIBERTY STREET NEW YORK CITY

Canadian Sales Agent, G. B. Legge, 156 Yonge St., Toronto, Ont.

Hamilton's MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

PRACTICABILITY or Utility, Good Material and Proper Construction combined make good furniture. Hamilton Steel Furniture has incorporated in it all of these good and essential features.

Practicability or Utility.—Thirty years in the manufacture of printers' furniture have given us the benefit of not only our own ideas, but of most thinking printers of the country as well. Our reputation for good, practical furniture made in these many years will be a sufficient guarantee to most printers of the excellence of our steel furniture.

Material.—It has always been our policy to use nothing but the best of woods for the purpose in our wood furniture, and the same is true of the steel used in our steel furniture. There are only a few mills in the country producing steel that answers our specifications, namely—patent leveled, full cold rolled, pickled and annealed. Patent leveling gives a sheet that is flat; pickling removes impurities that would be likely to cause rust under the enamel, and annealing makes it work properly in the forming presses without cracking or breaking.

Construction.—This is one of our strongest points. In building up a fabric of steel for our cabinets we have been aided not only by our knowledge of the requirements of printers' furniture, but by the most expert steel workers obtainable—men who have spent a lifetime in the manufacture of steel furniture. Space does not permit a detailed explanation of our construction at this time. However, we will show same in a series of advertisements in the trade papers, commencing in the February, 1913, issues. It will pay you to read these ads.

THE HAMILTON MANUFACTURING CO.

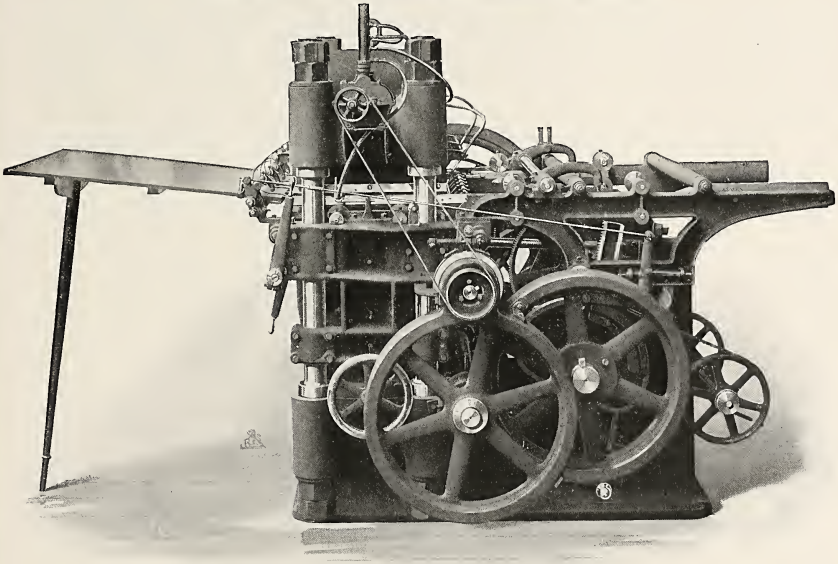
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

The Seybold Four-Rod Embossing Machine

With Mechanical Feeding Device



Seybold Patents

Built in Four Sizes: 22 x 28, 26 x 33, 28 x 38 and 32 x 42 inches

Specially equipped for highest-class embossing on large sheets of labels and postal cards, calendars, catalogue and book covers, paper novelties, paper boxes, etc.

Guaranteed to give *absolutely perfect register* at a speed of from 840 to 1,200 impressions per hour, dependent upon the size and style of sheet being handled.

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

COVERS
EVERY
POINT
QUALITY
PRICE
TERMS
SERVICE
QUEEN CITY PRINTING INK CO.
INKS
CINCINNATI

: GOLD INK :

No Dusting *No Sizing* *One Impression*

AFTER twenty-five years of patient experimenting we have succeeded in perfecting a GOLD INK which we know now will do away with the dusting process in printing which for years has been the direct cause of the deaths of thousands of people, and which all along has really been the bane of the printer who has bronzing to do.

No medical man can dispute that.

Bronze being heavy and of a very poisonous nature settles dangerously in the lungs and cankers, and in a short time death ensues.

We have expended energy and much valuable time on this product, and are now ready to market a Superior Gold Ink which may be used in absolute safety.

Our inks may be had in Rich Gold, Pale Gold, Aluminum and Copper, and they are all that we say for them.

One trial will convince the most skeptical that we have a fine article and at a price within reach of every printer. We guarantee these inks to do better work than any other bronze ink on the market, because the bronze we use is especially imported for our purposes and we spare nothing to obtain perfection in the process of manufacture. We have arrived at the goal of the fullest success through the pathway of unceasing toil in a life time of presistent experimenting.

One sample order will convince you that what we say of our inks is absolutely true. Any of these inks may be had at $2.00 per pound. We pack a reducer with every pound of ink. We also manufacture a special liquid which may be mixed with bronze powders with the same good results as an ink liquid, which special liquid we sell at $1.00 per pound.

We also sell bronze powders at $1.25 a pound.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

PALE GOLD INK—PRINTED WITH ONE IMPRESSION

This Ink Never Fails

We have perfected and have placed on the market a New

Gold and Aluminum Printing Ink

which will answer every requirement of printers in this department of their business, and give them something which for years they have sought eagerly. We are positive that we have the best article now used, and that our prices are satisfactory, quality considered. Our Bronze is the best obtainable and our process of making it so perfect that we can assure any user that the inks will :: :: :: :: :: ::

NEVER PILE UPON THE PLATE

working marvelously free. Our prices are far below those of other makers. We make inks to suit all shades and grades of paper.

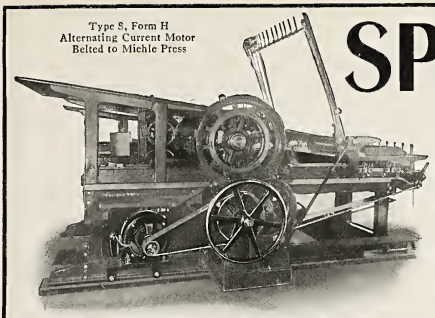
Our statement as to quality is based on repeated trials of the Ink, in which the quality of work was studied persistently, and the waste carefully computed. With our inks you can do better work and with less waste than with others. We will guarantee that one order will convince you.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

COPPER INK—PRINTED WITH ONE IMPRESSION



Type S, Form H
Alternating Current Motor
Belted to Michle Press

SPRAGUE ELECTRIC PRINTING MACHINERY EQUIPMENTS

DIRECT AND ALTERNATING CURRENT

In the application of direct current motor drive to every machine in the graphic arts trade, the name Sprague has always stood for superior service. A line of alternating current motors and controllers has been lately developed which give extremely reliable and efficient service with wide range of speed.

Write for Bulletin No. 2374

SPRAGUE ELECTRIC WORKS
OF GENERAL ELECTRIC COMPANY
Main Offices: 527-531 West 34th Street, New York, N. Y.
Branch Offices in Principal Cities

LARGE FINISHED PRODUCTS IN ONE OPERATION

Save Labor—Floor Space—Power

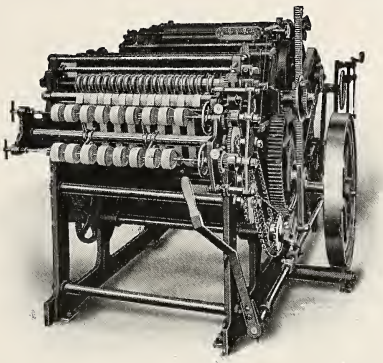
AUTOMATIC FEED

Roll Label Press
Prints from type or flat plates.

Prints 1, 2 or 3 colors.

Built in 3 sizes,
12 in. x 14 in.
14 in. x 18 in.
14 in. x 28 in.

Write us as to your requirements



AUTOMATIC DELIVERY

Cross Cutting Shears can be added with Delivery Table for Flat Sheet Products.

We have patterns for a great variety of Automatic Printing Presses.

If possible, send samples showing principal sizes, colors and grade of printing, so that we can submit suggestions as to suitable size and style press and quote prices

MEISEL PRESS MFG. CO., 944 to 948 Dorchester Ave., BOSTON, MASS.
Manufacturers Salesbook Presses — Ticket Presses — Rotary Presses for Roll and Sheet Products



A PRINTER'S COST SYSTEM

which depends upon stamped records of time-of-day is a back number. It is at least 40 years behind the times.

The time-of-day a man starts a job must be subtracted from the time-of-day he stops before the records have any value for cost accounting or for pay-rolls, and then many mistakes are made in subtraction.

The CALCULAGRAPH

prints *Elapsed Time*—actual working time—impossible for it to make a mistake.

Our booklet, "Accurate Cost Records," tells how the Calculagraph is used in hundreds of printing-plants. The booklet is free—ask for it.

Calculagraph Company 1460 Jewelers' Building, New York City



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

Latest

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(Unexcelled)

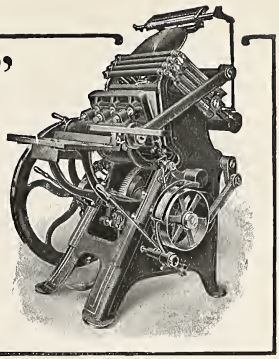
"Prouty"

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

OFFICE AND FACTORY
EAST BRIDGEWATER, MASS.



The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
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Manufactured in inch and half inch sizes from two to five inches.

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When Ordering Your Book-binding Leather do not forget that the quality, not the appearance, is the most important thing to be considered. Many leathers contain acids, and crack or rot after a while, so that the book is spoiled.

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does not deteriorate. It retains its wearing qualities and its attractive appearance indefinitely, and is a source of constant satisfaction to the owner of the book.

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Established 1854 **Glastonbury, Conn.**

ASK TO SEE OUR SAMPLE-BOOK

WHEN YOU VISIT YOUR JOBBER

WE have recently placed in the hands of *every Paper Dealer in the United States and Canada* a large cloth-bound sample-book, showing our full line of Blottings, with the weights, sizes and colors which we carry in stock.

It would pay to call on your paper jobber and ask to see this book, so that you would be in a position to recommend to your customers what to buy when you have inquiries from them for blotters.

Recommend to your customers that they advertise on blotters. No other form of advertising brings as good results, and the cost is low. They can be printed envelope size and enclosed in letters, and thus be distributed free of cost.

To get the best results, care should be taken that a GOOD blotter is used. Our brands are recognized as being the best. *Don't forget to ask to see our book. It will pay you to do so.*

STANDARD PAPER MANUFACTURING COMPANY

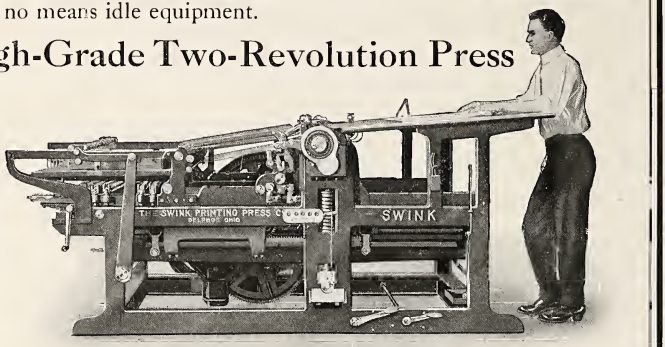
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The Largest Makers of Blotting Paper in the World

This Press Is An Every-Day Necessity—

because it is built to produce a varied class of high-grade work; therefore, an investment constantly active and by no means idle equipment.

The Swink High-Grade Two-Revolution Press

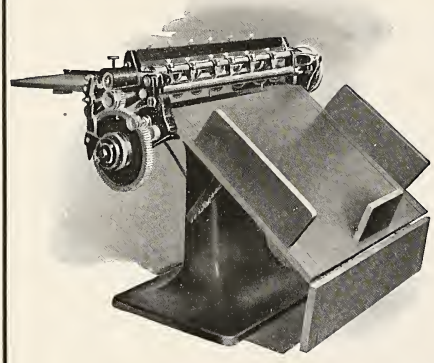


stands out boldly as the one every-day-in-the-year indispensable press, built substantially for long service, requires little space (very compact), exceptionally quiet and does not shake the building. High speed, perfect register, book-form or four-color work, equipped with the best inking system.

Printers and publishers who are now using our press have added more, which is proof positive of SWINK merit.

Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company, *Factory and General Offices:* ***Delphos, Ohio***



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5/8 of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

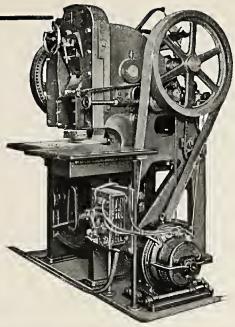
A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

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An Embossing Press

should be driven by a motor capable of giving a quick start, a simple acceleration to just the right speed, and a definite range of speed adjustment. The motor and controller we illustrate is especially adapted for this work, and its performance is ideal. We can do just as well with all other kinds of printing-office equipment.

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24 CLIFF STREET, NEW YORK

Manufacturers of

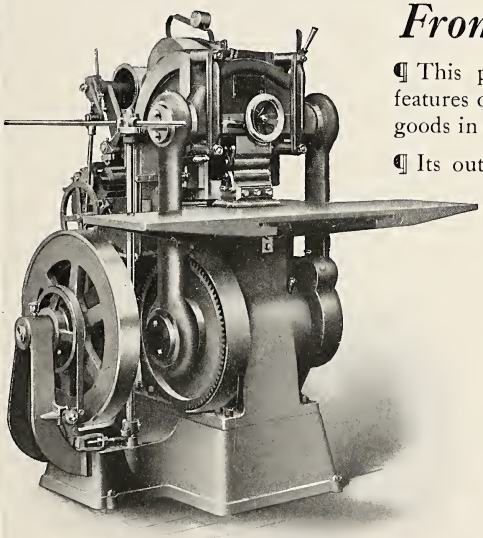
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BLACKSTONE BLACK—The Acme of Density. For Fine Half-tone Printing. A Free Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

It's the Amount and Quality of Work You Get From a Press That Counts



¶ This press has won favor because it embodies features of the present-day needs and delivers the goods in a thoroughly satisfactory manner.

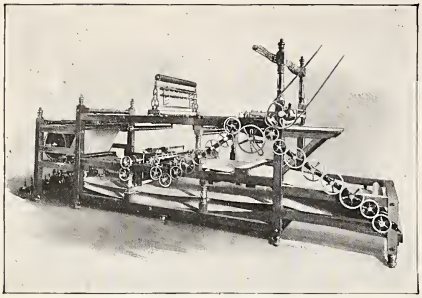
¶ Its output is decisively economical, and its speed and character of work can not be bettered by any other press on to-day's market.

¶ It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses

Modern Die & Plate Press Mfg. Co.
Belleville, Illinois

New York Office: Morton Building, 116 Nassau Street



Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.
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ESTABLISHED 1844 INCORPORATED 1886

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The Waste of Paper Stock

about your plant is an item of no small consideration and is a thorn to your cost of production. With the use of

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you eliminate leakage, besides supplying your customer with a strictly high-class paper. Our gummed paper is made for all climates, building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

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Ask the Printer Who Uses One

— and he will tell you of a Stapler (the Acme) that can prove its many claims.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

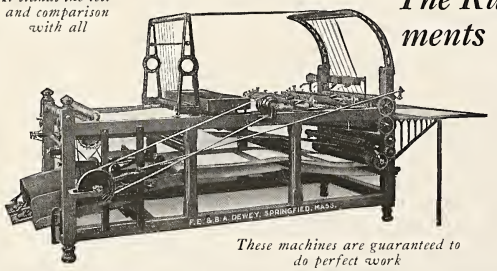
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The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

It stands the test and comparison with all



These machines are guaranteed to do perfect work

The Ruler That Meets the Requirements of To-day and To-morrow

The DEWEY ruler stands at the head of its class in point of *service, perfection and satisfaction* Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

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A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

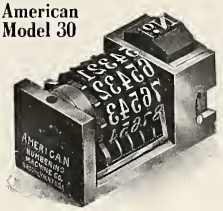
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SPECIAL ATTENTION TO COUNTRY ORDERS

Printers' Inks for Illustrations and Jobwork

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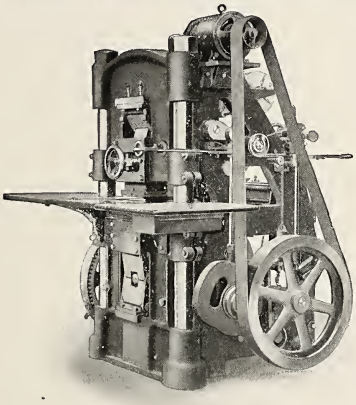
FOUNDED 1885.

The handsomest and most technically up-to-date colors of the present.

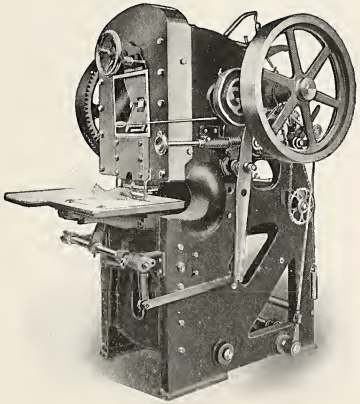
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Manufacturer of Printing Inks

The Carver 6x10 inch Automatic Die and Plate Press



The 4½ x 9 inch Carver Press with Card Feeding Attachment and Plunger Finger Guard



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THIS Folding Machine always Makes Good

wherever installed—it is a good machine for the bindery connected with medium-sized plants, and is just as popular in the largest bindery. Its accuracy, simplicity and wide range of work are strong factors in making The Cleveland Folding Machine the leader in its field. A folding machine that is quickly and easily adjusted and that requires the least amount of attention after adjustment will appeal to new and old users of folding machinery. No tapes, knives, cams or changeable gears are used in folding, and it accomplishes everything possible on other machines and a number of folds only possible on The Cleveland.



CLEVELAND FOLDING MACHINE

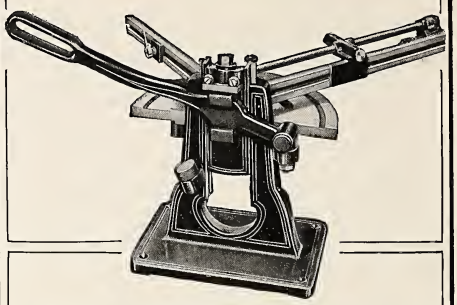
Attention is called to the surface feed table which carries the sheets to the guide as soon as released by the operator, and accomplishing automatically absolutely accurate register. An important Cleveland feature.

Range of work on The Cleveland: 19x36 to 3x4 in. parallel; folds and delivers 4s, 8s, 10s, 12s, 14s and 16s, single or in gangs; regular 4s, 8s and 16s, book folds, from sheets 19x25 down to where the last fold is not less than 2x3 in.

Installed or an unconditional guarantee of absolute satisfaction.

Send for full information

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CLEVELAND, OHIO



The Good Points Are All Here

¶ Any way you investigate—this mitering machine stands out boldly in a class by itself. It is the handiest and most accurate mitering machine on to-day's market. Its price is right, and its service we guarantee to be thoroughly satisfactory.

¶ It embodies all the good points of similar tools, and, in addition, has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate Point Gauge that adjusts instantly and locks automatically, enabling you to

Miter to Points

inside measures. Also an improved method of locating and locking the rule holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures perfect accuracy. These features alone place the Rouse Mitering Machine in a class by itself.

PRICE $20.00

Extension Gauge (60 to 160 picas) $5.00 extra

You ought to have one — *Sold by dealers everywhere*

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"Modern Methods" explains everything. Have you got your copy? It's FREE.

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ETIQUETTE FOR THOSE TRAVELING ABROAD

You need only one suit for the trip over; or if summer, add a flannel suit. A cap is more useful than a hat. Don't forget a rug for comfort during evenings. As soon as you are aboard learn the locality of your cabin—it is easy to get lost; also locate the dining saloon and pick your seat at the table near the entrance as it is cooler. $123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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TO KEEP FROM BEING SICK

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Arrange the windows to suit and help with parcels. $1234

24 Point Font $3 50 — 6 A $1 85 10 a $1 65

SOUVENIRS

Views From Paris

8 Point Font $2 25 — 20 A $1 10 42 a $1 15

ARRANGE FOR EASY DECK CHAIR

The steward will have it numbered and labeled with your name. Don't hesitate to oust squatters. You should also arrange with the bath-room steward for your morning "tub," whether hot or cold, etc. $890

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12 Point Font $2 75 — 17 A $1 40 33 a $1 35

CUSTOMARY IN FRANCE

In France it is the custom for people traveling in the same railway coach to converse with each other. $1234567

18 Point Font $3 25 — 9 A $1 65 17 a $1 60

WHEN IN PARIS

Always select the cab with a taxameter. $23

30 Point Font $4 25 — 5 A $2 25 9 a $2 00

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36 Point Font $5 00 — 4 A $2 55 8 a $2 45

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48 Point Font $7 50 — 3 A $4 05 6 a $3 45

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PARAGON HARD METAL FURNITURE

is almost equal to steel in resistance, to aluminum in lightness and to foundry type in accuracy. It has every advantage of the ordinary labor-saving metal and cast iron furniture without any of the objections to either. Like iron furniture it will not dent and is not easily bruised. It has drainage holes in all pieces, and cross braces on both sides in pieces 10 x 10 ems and in all lengths 15 ems and over; these cross braces give it strength and afford easy lifting from forms or case. Paragon Hard Metal Furniture is not to be confused with certain unsatisfactory light weight furniture heretofore offered printers. It is absolutely reliable and guaranteed to retain its accuracy.

Weighs only half as much as Metal Furniture

PUT UP IN FONTS AS FOLLOWS:

Font A Contains the same number and sizes of pieces that are contained in a regular 100 lb. font of ordinary Metal Furniture . Price **$36.00**

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SCHEME FOR FONT A

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16 PIECES EACH 3 x 4, 3 x 5, 3 x 6, 3 x 8, 3 x 10, 3 x 15, 2 x 4, 2 x 5, 2 x 6, 2 x 8, 2 x 10, 2 x 15, 2 x 20, 2 x 25 ems.

The complete assortment of all sizes put up and carried in stock in four packages marked 1, 2, 3, 4. Fonts of any size made up by taking multiples of these packages, viz:

Font A contains 32 packages; Font B, 16 packages; Font C, 8 packages; Font D, 4 packages

FURNISHED ALSO IN SORTS OR BROKEN LOTS

Keystone Type Foundry

Philadelphia :: New York :: Chicago :: Detroit :: Atlanta :: San Francisco

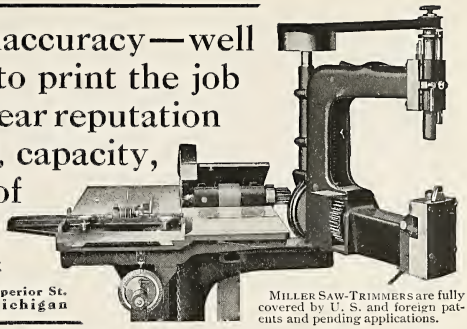
GENERAL SELLING AGENTS FOR COTTRELL SINGLE AND TWO REVOLUTION PRESSES

This page set in Artline Series, see preceding page for sizes and prices

Accuracy pays 100 cents. Inaccuracy—well—you know who have had to print the job over. The Miller has a ten-year reputation for accurate cutting. Speed, capacity, accuracy—but the greatest of these is accuracy.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

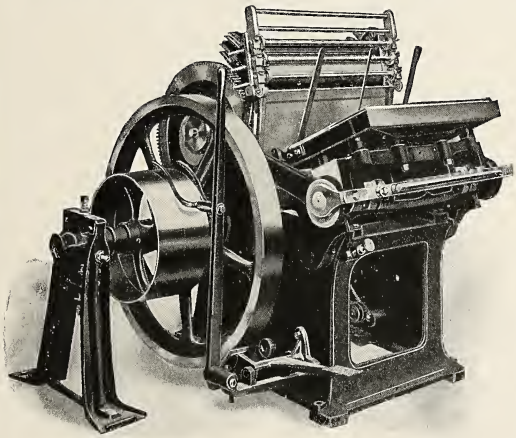
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¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish. ¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

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Geo. Russell Reed Co., Agents for Pacific Coast. PHILADELPHIA

Back of the Gally Universal Press



is a big factory, governed by experience and requirements of the day. And back of all this is the solid protection to every buyer that each press shall give complete satisfaction according to our recommendation.

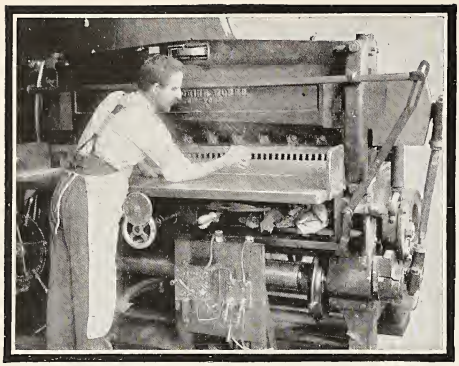
Gally Improved Universal Press

will print anything from tissue to heaviest cardboard and will cut, score and emboss. For high-class halftone and three-color work — you can't beat it.

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The National Machine Co., *Manufacturers, Hartford, Connecticut*

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg



Look to Your Paper Cutter Knives

Keep them keen and smooth-edged. Don't give them a chance to feather-edge and spoil your good stock. The quickest, easiest, most economical way to keep the knives in perfect condition is to use a

Carborundum Knife Stone



The stone cuts the edge on the blade, free and easy, it lessens the need of grinding. Can be used without taking the knife from the machine. Just fits the hand. The grooves protect the fingers.

At your hardware dealer or direct, $1.50

The Carborundum Co.

Niagara Falls, New York



THE FRANKLIN COMPANY

DESIGNERS, ENGRAVERS
OF PLATES BY ALL PROCESSES
ELECTROTYPERS, CATALOG
AND BOOKLET PRINTERS

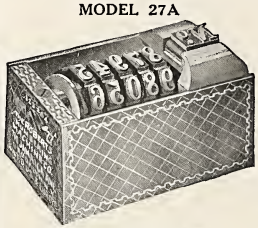
524-530 S. DEARBORN ST.
CHICAGO

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

No 12345

FAC SIMILE IMPRESSION

Size $1\frac{1}{2} \times \frac{15}{16}$ inches

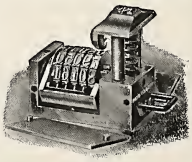
ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

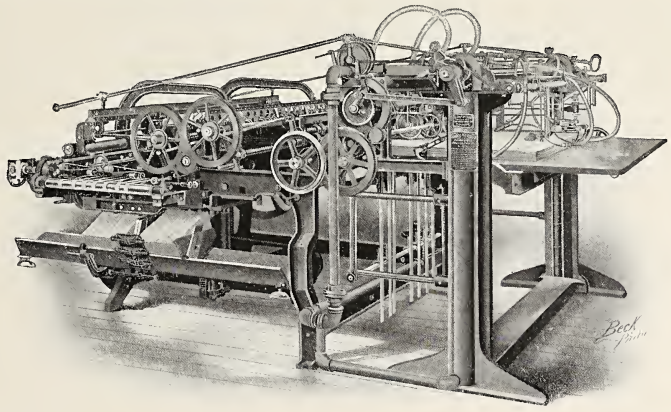
View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



THE CHAMBERS
Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

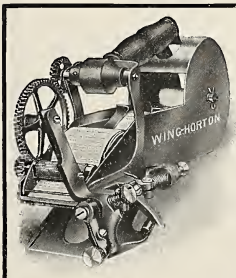
All desirable modern appliances. Accurate, reliable work guaranteed.

CHAMBERS BROTHERS CO.

Fifty-Second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

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"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

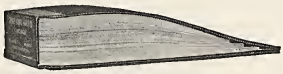
They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

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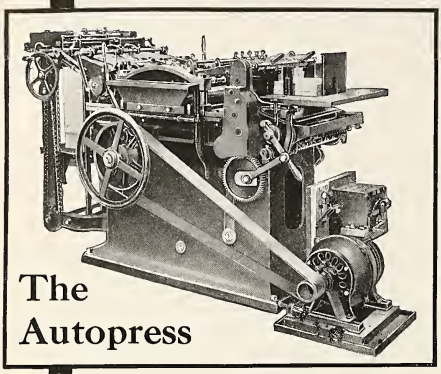


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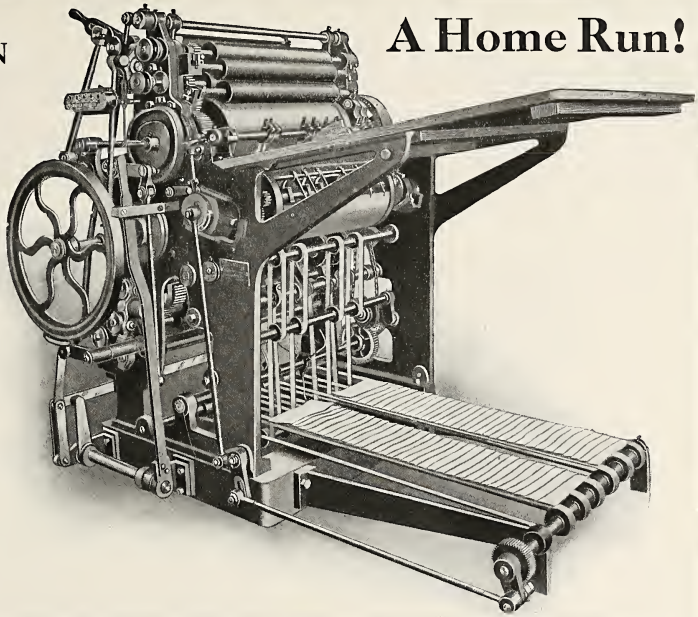
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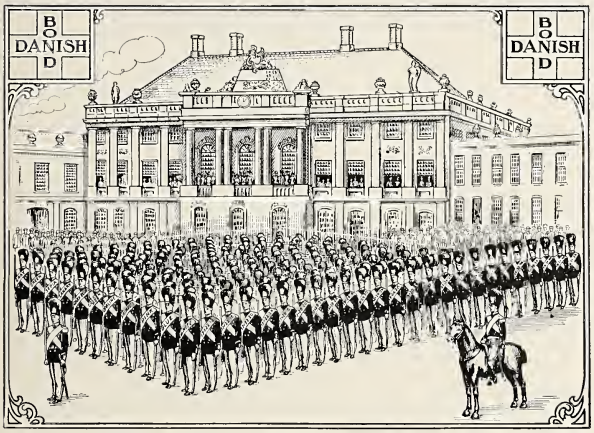
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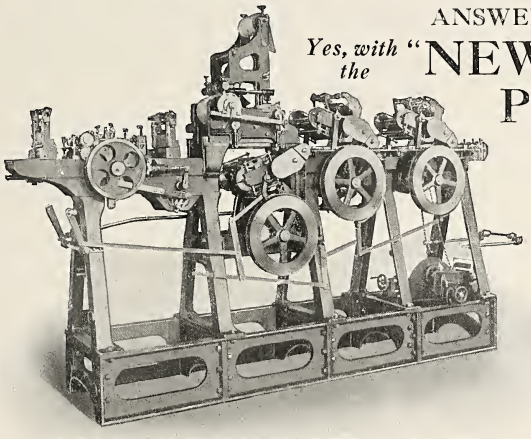
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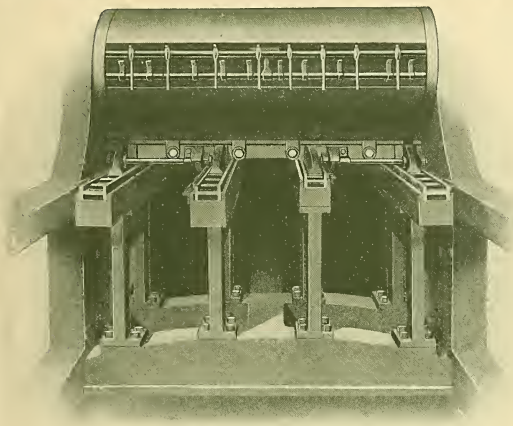
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THEN ASK HIM Are all of these features to be found in even a reasonably perfected form on any press other than the Cottrell?—and he will say NO.

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18 Point No. 3 — CHARACTERS IN FONT — One Color, $2.50



HOLLY BORDER No. 3—A font contains two pieces each of characters No. 1766 to 1770 inclusive, (a sufficient number for forming two wreaths); six pieces of 1773; four pieces each of 1774 and 1775; fourteen and a half inches each of 1771 and 1772. Characters 1771 to 1775 are cast on 18 Point and can be bought in fonts of thirty-six inches at $1.30. Wreath separate from font, 75c. Complete font of berry pieces to work with Font No. 3, $2.50.

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24 Point No. 5 — CHARACTERS IN FONT — One Color, $2 50



HOLLY BORDER No. 5—A font of 24 Point contains the following: one each characters 1369 to 1373 inclusive; eighteen of 1375 and 1377; eight of 1376; four each of 1374 and 1378. Wreath complete (as shown above) in five characters, also sold separate from font, at $1.00. 1374 to 1378 are cast on 24 Point, and can be bought in fonts of three feet at $1.65. Complete fonts of berry pieces to work in color with Font No. 5, $2.50.

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HOLLY BORDER CUTS

1364



1365



1366



1367



1368



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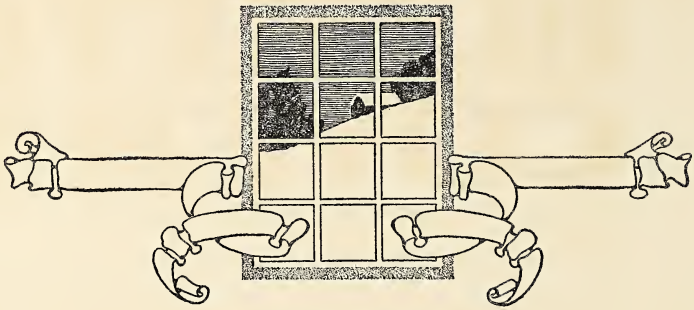
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Bring me no gifts, but give
me kindly words,
A handclasp of good will, and
we'll sustain
A chord of feeling vibrant
to instill
Belief and hope so they
forever reign.

A. H. McQuilkin

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
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Vol. 50 December, 1912 No. 3

Passing the Christmas Turkey

By A. H. M.

IT was the day before Christmas in the office of Short & Tallman. The gas jets were flaring over the cases in the composing-room, for the afternoon was gloomy, with gusty winds, and swirls of snow that thawed as it fell in the streets. The dim daylight was made still dimmer as it filtered through the dirty window-panes.

The burned-out air in the room was hot and stifling, and a conglomeration of odors gave out a characteristic printing-office smell composed of paper, ink, composition, sour paste, and some abomination in a glue-kettle simmering on a gas-stove and exhaling an odor of intolerable pungency. The clatter of the presses with a rythmic clinkety-clank-bang, clinkety-clank-bang, and the rasp of the cogs in the jobbers as they racketed over a minor refrain were to the ear what the other disturbances were to the nose. But both disorders were unnoticed by the owners of the red, yellow, or pallid faces under the gas-jets, with eyes protected with green shades, old caps, or pieces of wrapping-paper ingeniously fitted with strings to hold them in place. An air of sophistication marked the workers, rapidly and skilfully sticking type. In the way some of them expectorated a superabundance of tobacco juice could be seen a self-consciousness, a superiority, a confident self-esteem, and what the French call a *dégagé* air — languidly conscious of ability held in restraint.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

The front office, glassed in from the printing department, had a passageway from the front door to the entrance into the composing-room, and a long counter fenced off the administrative force—that is, Mr. Short, the inside man, Mr. Tallman, the outside man, and a gangling young man, half office-boy and half clerk.



The gas jets were flaring over the cases in the composing-room.

It was getting along toward the late afternoon. Mr. Short was bending his tall and lank figure over a mass of proofs, and the gangling youth was tying up bundles from which scaly legs protruded with taloned claws in the "first position" for the piano, as illustrated in the "Young Ladies' Garland of Music," while Mr. Tallman, overcoated and pursy, with a stub of a cigar in his mouth, grunting and gasping in the enjoyment of its fragrance, gave directions from a list which he was checking off.

Turkeys for the married men, small boxes of cigars for the unmarried men who smoked, and books for the remainder and for the apprentices. It was Christmas eve. Short & Tallman were preparing their little contribution to the good cheer of the day to follow—their annual custom.

An easy-going old concern, Short & Tallman's. The partners had grown to past middle age together, and most of their hands had grown to middle age to age itself with them.

An old-fashioned catch-as-catch-can business, relying in the main on personal acquaintance for its trade, accommodating itself to its customers and being itself accommodated by them, the same principle held with the help. There were no deductions for sick leave, for holidays or delay in getting in on time, and these concessions were compensated for by no wages for overtime, or for extraordinary efforts on special occasions. The personal relations

between the employers and the operatives were intimate and cordial. There were rows occasionally as between friends, but these simmered down into growls, and faded out of recollection until some other snag was struck that ripped up the splinters of temper.



Mr. Tallman * * * seized a mallet and pounded on the stone.

Short was calm, slow and argumentative, with a touch of acid. Tallman was explosive and vituperative. A lacing from Short was more dreaded than a bombshell from Tallman. The worst heaveups came when the partners disagreed and dragged into the maelstrom their "family," as the force was amiably styled in those moments of expansion which we all like to indulge in occasionally.

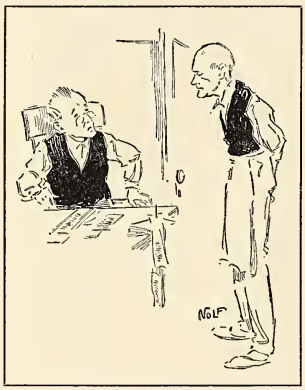
Tallman finished checking the list, stuck it on a spindle, looked at his watch, threw away his cigar stub after a final long and luxurious pull that nearly singed his bristly mustache, spat, buttoned his overcoat and said to his partner:

"Quar' pas' four. Wha' say we shu'down? Stuff aw ready f'r the boys?"

Mr. Short rubbed his chin, glinted over his glasses at the blackness of the outside world, and assented.

Mr. Tallman strode into the composing-room, seized a mallet and pounded on the stone. Work stopped. Every face was turned to Mr. Tallman. "Mister Short gota few words tasata you," announced Mr. Tallman. Mr. Short ranged up alongside his partner, whom he had slowly followed from the inner shrine, straightened his slightly bent figure, moistened his lips, and in a

ministerial voice called to the recollection of his hearers that it was Christmas eve, and in a very nice little talk on the good old lines of brotherly love, faith, fidelity, honesty, joy in toil, rewards awaiting merit, soon had the force in that state which pious exhorters describe as "ripe for grace." He closed his remarks without stating what he had started out to say, which is a peculiarity of his type of orator. But Mr. Tallman entered the breach by heading off two pressmen whose emotions showed plainly and who were in retreat. "Justa minute," shouted Tallman. "All you boys keep together and get in line. C'm'on now. Bill, han' them things asa call th'm."

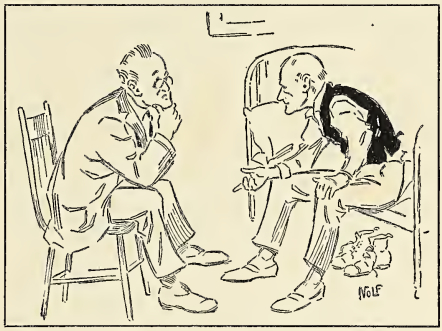


"Mr. Short, sir, the men are pretty tired."

The "things" were soon distributed, and in obedience to Tallman's "waita minute," the hands bunched near the door, joking and forcing their wits in very personal comment and repartee. "C'm'on," said Mr. Tallman, and all hands clattered down the stairs, down the sidewalk, followed the pudgy figure of their guide past swinging doors, and ranged themselves before a presiding genius in shirtsleeves and white apron — rosy, immaculate and suave — whom Tallman greeted familiarly as "Jim," and wished him a "Merry Christmas."

Mr. Short followed. His keen eyes noticed the two apprentices and three pressfeeders grouped at the end of the line, and maneuvering toward them he herded them into a convenient corner near the door. "Never in places like this," "Judgment," "Character," "Mother," "Home" — such verbal scraps were indistinctly heard through the noise and laughter. Short laid a fatherly hand on each sullen shoulder and that hand then paid a visit to his pocket and something chinked as he withdrew it and slipped it into the hand of each lad as he opened the door and worked the youngsters out.

"A little whisky and Apollinaris," answered Mr. Short, lining up. "How's the wife, Timms?" "Glad to hear it; tell her Mrs. Short will be over in a day or two." "Well, Bob, the twins making you work overtime, ha ha"—this with a friendly slap on the shoulder of a blushing and grinning youth. To a clean, pale, worn little man, whose old hands shook a little as he poured out an abstemious drink—a conscientious concession to the occasion—his banter changed to respectful sympathy, and he asked after his daughter. The old man's answer was for him alone, and his air might mean anything, for it had the indescribable mark of that fortitude that is so often seen to rise above all affliction when the worldly show is near its close.



"But," he said wistfully, "what am I to do?"

Tallman's creaking laugh that sounded so hearty but gave more sound than sincerity—a laugh that came at will and was an asset to him as "a mixer"—kept the attention of the "boys" while old Short was nosing about. "No, no treating, lad," said the prosy old chap, laying a restraining hand on the arm of a young man who, feeling the potent liquor in his empty insides, was waving a bill at the barkeeper with orders to set 'em up again. Tallman noted his partner, and braced around with "That's right—jus' a little snort 'n Christmas eve. Le's all get home to our wimen in good time. Mer' Chris'mas, 'n Hap' N'Year, 'n many of'm t' y'all. Good night, all."

The new year was not far advanced when, one frosty morning, unusual excitement stirred the partners. A big contract—a steady job, and a big one—was within their grasp. Would they take it? Could they do it? Should they farm any of it out? Would they refit or reequip for it? Would the old premises be large enough

for the new equipment? Tallman was excited, heated and vehement; and old Short was disturbed, hesitant, doubtful. "Let's talk to Van," he said. Van Buhr, the pale old foreman, came into the office in answer to the call. His calm, self-contained manner seemed to quiet the nerves of his employers. His advice was judicial. Get the facts first. Write them down. Compare the propositions one with another. Choose the likeliest.

It was done. The contract was accepted. The business and plant were moved to new premises, and an almost entirely new equipment put in. Short was worn out with the extra labors, and spoke of the increasing years, onerous duties, etc., but Tallman reminded him that they could afford to hire help to look after details they had to look after themselves before the change, and they had better get busy and get that help right away, for things were coming mighty swift, and don't you forget it. Mr. Short did not forget it. New type, new machines, brought new faces, and the new faces were contracted for as individually as the new type and the new machinery, wages starting at a bargain figure for a try-out and adjustment to be made after the toiler "showed what he could do." A stenographer and two clerks in the office, now "the counting-room," and a den for the proofreader, showed that Mr. Short had got busy.

The fall rush was on. Overtime was common. Summer holidays had been abridged because of the moving and interminable details to be settled. "Guess we'll havta work t'night," said Tallman. "'Fraid so," said Short. "Tell Van as you go out."

Some minutes later pale old Van came into the counting-room and said: "Mr. Short, sir, the men are pretty tired, and some of them don't want to work. I was going to ask you to get off myself a little earlier this evening, sir. I am not to have my daughter with me but a few days, sir. The doctor says a week, but perhaps less, and so I wanted to be with her as much as I can. She is the only kin I have. All gone, sir. But," he added, reflectively, "I am an old man — in years."

Van and enough of the hands worked that night. There was some grumbling. Two days later Van's daughter died. The firm and some of the men attended the funeral. After a few days word was sent that Mr. Van Buhr was sick, but would be down soon.

"What's th' use ommee bringin' in work when y' can't git it out," said Tallman in exasperation. Mr. Short might have asked what was the use of making absurd promises, but he did not think of that, for he knew that there was a drag somewhere.

"Looka here," said Tallman, "Get a new foreman rightaway—or, say, get a superintendent. That's the thing. Y' c'n put everything up to him then, and save all this chewin' all the time."

The details of getting a superintendent were carried out. A superintendent was installed. Gray of hair, red of face, thick in the neck, low of voice, persuasive, gentlemanly—Mr. F. Brush.

If Mr. Brush was surprised at the methods of the firm he was a good actor. He listened and said nothing. For a very long time, about a week, he did nothing. Then he discharged old Van, the foreman, who had recovered and was back in his place. He did it kindly, considerately—but he discharged him. Short protested angrily, "Why, Van has been with us since — since before we started this shop, and—"

"Just a moment, Mr. Short," said Brush quietly and cordially, "just a moment. Now, I assure you I sympathize deeply in these matters. But it must be, or should be, obvious that mitigation must come from another direction than from those responsible for results. To be frank with you, my contract demands that I shall show certain results, and to obtain those results I am to have complete supervision of the plant. It would be as reasonable to ask me to work with obsolete machinery as to pay wages to men who are worn out. It would pay you better, Mr. Short, to pension Van Buhr than to have him around, for work has to be pushed here, and pushed hard."

Mr. Short was grieved. Tallman blew his nose and looked out of the window, said it was "too damn bad," and left the office. Short went to see Van at his lodgings. In the spare little room, with its cot, its sparse cleanliness, the two old men talked familiarly. Short offered bounty. Van smiled faintly—said he had saved a little. He should not want. "But," he said wistfully, "what am I to do? Mr. Brush did not understand. I am old in years but not in ability. He did not give me a chance. I have been active all my life, and now I am shelved. It was not right; it was not kind. It is not what I deserved, Mr. Short."

But of what avail was it that Short was senior partner. The forces of business held him tight. Van was gone, forgotten; but his story lived in the minds of his fellows; his kindness, his advice, his craftsmanship.

Brush rearranged the pay-roll. On a pay-day some time later there was trouble. Some of the men had been docked for coming late. They demanded full pay. Being refused, they quit at once. About the middle of the week there was need for night work. William Bell, foreman — otherwise Bill Bell, Bull Bill, Bul-bul, according to the fancy of the sportive apprentice — invited the force to the feast of toil. A truculent gentleman, with a slight squint, thereupon laid down his stick and pounded on the stone. Everybody quit work and gathered to the noisemaker. The purpose of the meeting was to decide on a course of procedure regarding wages and overtime, and other incidentals. "Decide nothin'," said a new hand. "Form a chapel and git down to business." They did. The business was made clear to Mr. Brush. Mr. Brush rubbed his hands with quiet satisfaction and said, "Good." Negotiations followed. Wages adjusted. The Union organizer called. Short & Tallman's was unionized.

Short & Tallman kicked vigorously. Mr. Brush urged that he was buying labor on a business basis like any other service, and he needed a service he could depend on. There were unions and unions, but he was not a union organizer. What he was hired for was to get results and he was getting results.

Christmas eve in the office of Short & Tallman's. Mr. Brush has stepped into the composing-room and wished all of the force a Merry Christmas on behalf of the firm, and with a smiling significance has added, "No more turkeys, boys."

Whereto the truculent gentleman with the cast in his eye added, "Nor more turkey talk, either. We can buy our own damn turkeys."

Change

Change, indeed, is painful, yet ever needful; and if memory has its force and worth, so also has hope. — CARLYLE.

The Editorial Columns

By Albert G. Brenton

ONE has to go only a short distance nowadays to find an editor who fears to take a determined stand on any local public question lest he offend some person or coterie and thereby cut off a more or less valuable source of revenue. The condition exists because some (by which is meant quite a number) of the weaker brethren have invited it. Others are in a measure helpless and have to conform or be frozen out.

We all have to live, and it seems easier for some to live along the lines of least resistance than by force of their own determination and efforts. But it puzzles me that a man conducting a respectable business, giving value received for every dollar he gets, whose work qualifies him as an advisor and whose mission it is to tell the truth, should be dominated by others who happen to have little or much more wealth. Why? I believe the answer is: He need not if his business is respectable, if he does give value received, if he is qualified and if he insists on telling the truth.

Bringing this matter squarely home, how many publishers of smaller papers can measure to the standard? (There is no intention to except larger papers.) If there can be any doubt about the correctness of such a test, let any one interested select the most successful and popular paper of his acquaintance and determine what gives it its strength.

In a few instances it may be the personal character of the editor, or the prestige that comes with a solid financial backing, but where it is the latter it will usually be found that the paper is profitable because of its editorial stability rather than that it has strength because it is well backed.

We are passing from the period of personal journalism. A few years ago half the country waited "to see what Old Greeley had to say about it," and to-day the rumblings of Marse Henry are still a signal for fear and trembling. True we have William *Randolph* HEARST with us yet, but he is destined to subside as the popular rage. We want only the journalism of service, initiative, speed, brevity, accuracy and fearlessness; and just

so far as the country press of the future realizes this will it keep abreast of the times.

So many country newspapers are content to shoot editorial bombs furnished by a syndicate and expect these to be accepted in lieu of something definite on subjects of local import. "Scholarly" comments are made upon what one or the other political parties are doing in Oshkosh or Kalamazoo, which might be interesting in those places if one lived there, but are not greatly appreciated by a small community in southern Louisiana. This may be explainable on the theory that it is easier to write about something at a distance than to discuss topics at hand upon which one is supposed to be posted.

Let us have a country press that is admired and that merits the admiration. From the standpoint of those interested in the profession, newspaper work is a business and ought to be profitable; and to them it is also an intensely personal matter, which is entirely justifiable, for when a man loses pride in his work he needs to retire from it and try to be respectable.

There is another point of view. The newspaper has risen to the prominence of a semi-public institution with well-defined obligations. What would we think of a teacher without knowledge, a minister without a creed, a doctor without skill, a soldier minus bravery—much less a newspaper without editorial stamina?

To small communities local, civic and economic questions are more interesting than world or national politics. What the country press needs is men who will devote their best efforts and energy to local interests and who will refuse to be bulldozed into what George Eliot calls "humiliating passivity" when confronted by a difficult situation which may incidentally touch the pocketbooks of a few "prominent citizens."

Let me cite two cases to explain each side of the proposition.

First—A city of six thousand inhabitants had in its three public-school buildings a heating apparatus that had proved through four successive winters to be inadequate. It so happened that a member of the school board was a prominent stockholder in the local company which had installed the heating system before he became connected with the board. For business reasons he would not admit the system to be at fault, and assev-

erated it was being overtaxed. The superintendent of schools opposed him, and urged either an addition of units to the plant or the installation of a new system. The matter dragged with the superintendent and the board member at loggerheads until the fight became political and the school man was forced to resign. The situation became known generally in educational circles and it seemed that no successor to him would be secured. Then one applicant suggested that an outside expert be called in to test the plant. If it was found inadequate the board should make the necessary alterations. If it were overtaxed, the new superintendent would undertake to make it serve. Neither of the papers carried a line on the real controversy, because the board member was an advertiser and influential in the town. But when the new superintendent came they each mentioned briefly that a successor to Superintendent Blank had been "accepted" after the board had fully satisfied itself as to his qualifications, and that upon his first inspection of the school buildings he had complimented the board upon its excellent school equipment. No cognizance was taken of the fact that extensive repairs had been made to the heating apparatus before he would consent to come.

The second case, to show what perseverance may accomplish. A certain city was to be made the "goat" by insurance companies which proposed to unify fire insurance rates and raise them because of pretended lack of fire-fighting equipment, and omissions of such precautions as proper electrical wiring, insulation and fireproof roofing. One lone reporter decided to "do battle" with the insurance companies and block the move. His fight lasted five weeks. He began on the plan of carrying a news story each day, besides frequent contributions to the editorial columns. He hammered incessantly until insurance rates, scarcely known to exist before his campaign, came to be the topic of conversation at the breakfast table. He published pictures comparing local conditions with those of other cities of similar size, delved into fire regulations, always with the idea of presenting the subject with a new twist to it, but keeping it in the limelight. Through sheer persistency he forced the insurance companies to back down.

These cases are representative of conditions that will be found to exist in many small towns. It is with such problems that

smaller papers are concerned and not so much with those of general country-wide interest. Too many rural sheets are content to make one dissenting yelp and, if conditions are not ameliorated, lie down and wonder why the world is so bad. Sometimes it may be a losing fight at the best, but even so, there's consolation in the thought that it is better to have striven and lost than not to have striven at all.

Reminiscences and Remarks by a Woman Ex Job-printer

By Elenora E. Reber

IN these piping days of commercial and industrial freedom for womankind, if we can find any field of endeavor that has not its reasonable quota of women workers, there must be a reason — and it is probably one which can not be found in the book called "The Road to Wellville"!

While the membership records of the typographical unions of the country show a considerable number of feminine names on the rolls, even a cursory investigation reveals the fact that those women who are actively engaged in the art preservative to a sufficient extent to entitle them to classification as "journeymen" ("journeywomen" being so far from euphonious that even the most ardent believer in the individualization of appellations would not attempt to feminize the term) find scope for their talents in some part of the establishment other than the job section. As proofreaders and linotype operators, and in the old days before the Mergenthaler, as straight-matter hand compositors, they are and were a success, and at the present time women proofreaders or linotype operators are sufficiently numerous to cause no comment. But in the job departments they are almost as "scarce as hens' teeth," as the saying goes.

In the foregoing remarks the writer speaks "as one having authority," for it was my lot, and a pleasurable one, to have been employed for several years as a regular job compositor on the floor,

doing exactly the same kind of work as the men employees of the shop, no discrimination, so far as I was able to discover, being at any time practiced in the character of work assigned me. In fact I was for a considerable period in virtual charge of a small job office that turned out general work, and it fell to my share not only to do some of the most difficult and exacting composition, but it was in the line of my duties to outline styles and designate proper displays for others who worked under me at the time.

While the question has been asked me frequently as to how I "happened" to take up that particular line of work, the adoption of the trade came so naturally and was so direct an evolution that the answer is apt to sound very tame, when it is taken into consideration that the propounder of the query is expecting an unusual story from so unusual a being as a woman job-printer.

In the first place, it did not "happen," if that means a hit-or-miss selection of employment, for it was a deliberate choice which was made at a very early age, and I can not remember the time when my ambition was not to "work on a paper." It will be only honest to confess, however, that the longings were more of a literary character than mechanical, but for me the mechanical work was my only available stepping-stone. It was accordingly with much elation that I finally found opportunity to learn to set type in the little country newspaper office located in a town of about five hundred inhabitants, six miles from my Dakota ranch home.

These intervening six miles, during my apprenticeship, I traveled every night and morning in a two-wheeled road cart. My steed was a fine Hambletonian colt, and he clipped off the miles at a lively gait. There were no "speed laws" in the village and it was with much pride that I covered the length of the Main street at a race-track clip. Incidentally, I did my own hitching and unhitching of the colt, and it sometimes required all my skill in horsemanship to handle the spirited animal unaided. All of which is, however, a conspicuous digression from my subject.

Learning to set type proved to be a very interesting employment, and enthusiasm and determination helped me to learn rapidly, so it was not many weeks before I could set unaided the few galleys of matter necessary to fill the paper, which, of course, carried patent "insides." Most of the copy had to be edited

as it was set, for the "editor and proprietor" was an elderly gentleman who had grown gray in the "plow corn" profession, and his knowledge of rhetoric as well as of the printer's art was somewhat limited.

Being the only employee of the office, it became necessary for me to turn my hand to all kinds of work, and my duties ranged from inking the forms of the old Washington hand press to setting ads. and making up the same forms. Jobwork also was "up to me," as well as making ready the job, and "kicking off" said jobs in addition. So it is quite evident that the experience gained in that shop was of an all-around character. Fortunately for me, a really good printer, who was then engaged in other work, used to come in and give me the benefit of his help and advice when something was encountered which was beyond my ability to stumble through unaided.

A few years in the country newspaper offices fitted me, in my own estimation at least, for more ambitious work, and I finally went to a large middle western city, and there began my career as a full-fledged job-printer. And I am unblushingly going to state that I made a success of it, even if "I do say it as shouldn't," as Samantha Allen remarks.

While it is true that most of my applications for employment in high-grade job offices were greeted with smiles of surprise, I am glad to say that the men were uniformly courteous and a spirit of fairness must have prompted them, for I never felt that any discrimination was shown against me because I was a woman, and I worked in many of the best offices, with expressed satisfaction of my employers.

It has always been my good fortune thoroughly to enjoy the work in which I have been engaged, and while it was a matter of satisfaction to me when the opportunity, which I had long desired, came to engage in editorial work, it was with real regret that I gave up my trade. The experience and knowledge gained in the mechanical departments always have been of great value to me in handling the details of work in the editorial department. One can edit copy, plan the layout of features, make up a dummy, read proofs, and do a multitude of other routine tasks with greater intelligence when the knowledge of the mechanical work is had

than is possible without such knowledge. It has been repeatedly expressed to me that it is so very difficult to find an employee for an editorial department who combines necessary literary talent with practical knowledge of printing, which is in many cases equally necessary if one is to fill the position acceptably. And it is more difficult by far to find a woman with such knowledge than a man.

As previously stated, there never have been many women job-printers, and it is my belief that there never will be many. The reason I assign as accounting for this fact is that a combination of artistic and mechanical bent in womankind is rare—very, very rare—and that is what it takes, more than anything, perhaps, to make a good job compositor. While the work is hard and necessitates standing on one's feet practically all the day, and it demands a generous amount of physical strength and nervous energy, yet there is nothing I was ever able to discover about a print-shop that rendered it an undesirable place for women employees, nor anything about the character of the work that makes it unwomanly. The fact remains, however, that the character of the work does not appeal to women generally, and it is extremely improbable that there ever will be any determined feminine effort to wrest from the men supremacy in this particular line of employment.

Sellers of Printing

By Everett R. Roeder

IT takes just as much gray matter to sell printing as to sell anything else. Why it is, then, that some printing-houses think a man who has never been able to sell anything else, who can not get any other job and who knows nothing about the printing business, can make a success of selling printing, I could never understand.

Large buyers of printed matter know quite a bit about printing themselves. They can not afford to do business with men who know less. A salesman has no right to take up a buyer's time unless he has a real service to offer. If he does not think it worth while to look into the requirements of the man he would sell,

surely he is not entitled to an audience. Just one example: A young fellow — a solicitor — representing a first-class concern, approached the buyer of a large house with a special offer of a thousand letter-heads and a thousand envelopes printed on "fine bond paper." The sample showed that the fine bond paper was a light weight of the cheapest bond paper on the market — the very kind of paper that that house was using for carbon copies. For years that firm had been using a fine lithographed letter-head, and the very size of the company was enough to tell that when it did buy letter-heads it was in quantities of fifty or a hundred thousand. Of course that solicitor was given to understand that he would have little likelihood of getting any printing from that company. Yet hardly a week passes that three or four of the same variety of solicitors do not call on that buyer.

But do not confuse the solicitor with the salesman. The solicitor is a man who always comes around when the buyer is busy, sticks his head in the door and shouts, "Any printing to-day?" or tries to sell thousand lots to the hundred thousand man. Of course it invariably happens that there isn't any printing to-day.

The real producer — the man with brains and initiative — finds a way of meeting competition without cutting prices.

The ability to quote low prices will not alone make a successful salesman. In looking around you will see that the highest-paid sellers of printing (highest paid because they are the best producers) are usually with high-priced houses. These men, first of all, know their business. They are welcome visitors because they serve the man who buys. They do not have to chase back to the shop before they can answer a simple question. If the buyer is in doubt as to the particular stock to use he is ready with an intelligent suggestion. They impress one as knowing what they talk about — because they do. They inspire confidence. And men give important jobs to those in whom they have confidence. Low price never has and never will be able to cut in on confidence.

The man who can't sell printing for a reputable, progressive house has only himself to blame — price is but an incident. But a house that sends out a man who can not possibly meet the competitor's salesman on an equal footing is going to feel its mistake on the wrong side of the ledger.



PRINTED WITH INKS
MANUFACTURED BY
CHARLES HELLMUTH
NEW YORK CHICAGO

PLATES DIRECT FROM CHROMOTYPE FILMS
CHROMOTYPE PROCESS CO.
804 COLUMBIA BUILDING
ST. LOUIS, MO.

PRINTED BY
STEWART SCOTT PRINTING CO
PRODUCERS OF EXCEPTIONAL PRINTING
ST. LOUIS, MO.

EDITORIAL

"A Merry Christmas and a Happy New Year." The season of spiritual house-cleaning is with us again. The chastening influences of Christmastide, intensifying domestic affection, and extending itself to all created beings, bring about introspection and resolution to reform old habits, and to make schedules for a better ordering of our lives and affairs. At the top of the new schedule for 1913 let every apprentice and every printer write his resolution to pursue some course of study that will develop his abilities as a workman, and let every employing printer write his resolution and lay his plans to put in a cost system if he has not already done so. Then the old legend, "A Merry Christmas and a Happy New Year," repeated in 1914, will not be merely the expression of a wish: it will be the assertion of a fact.

If the Democratic victory is really a triumph of the people, one of the first important acts of the new administration will be the appointment of a Postmaster-General who is broad enough to see that the success of the Postoffice Department depends almost wholly upon the progress it makes in the service it renders the public.

Careful selection and careful preparation of the raw material are the first and most essential steps in the manufacture of a finished article. The aphorisms "The boy is father to the man," "Well begun half done" and "Well bought half sold," enunciate principles that are behind the general activity in behalf of apprentice printers and in supplemental education for journeymen printers.

Backbone is said to be the principal thing needed by printers in asking for and insisting on fair prices for printing. We rather think, however, that backbone really is unnecessary in printers who have installed cost systems. This is the beauty of the cost system — it operates as backbone in bringing results. The weakest-backed printer on earth — unless he be insane — will not sell an article for two dollars when he *actually knows* it cost him three. Therefore, while the cost system is a source of business education to all printers, it is both education and backbone to those whose natural spinal column is missing.

Energy and spirit characterize the make-up of successful men. They are dominant factors in success wherever and in whatever it is noted. If, therefore, we would have the highest efficiency in the workroom, as well as in the business office, there must be a studied effort on the part of employers to create a working environment that shall encourage rather than smother the energy and spirit of the worker. And we should not forget that the most important elements entering into such an environment are cleanliness and good ventilation.

The Printing Broker.

The Machine Composition Club of Chicago has rendered a genuine service to the printing industry of the city by calling the attention of County Judge Owens to a practice of brokerage in printing that has worked great injustice to legitimate printers. Through the means of organization, owners of machine plants learned that the contract for this year's registration-list for Cook County had been given to a gentleman who not only was not a printer, but who did not even own an interest in a printing plant. His only business connection with the printing was to collect a percentage of the profit that belonged to the legitimate printers of the city, who are paying taxes on equipment in order that they may be prepared to take care of the demands made on the trade.

Judge Owens' answer to the complaint of the Composition Club is indeed gratifying. After assuring its members that their complaint is "a thoroughly just one," he adds:

"I have given strict instructions that in the future no contracts shall be awarded to any person or persons who do not, upon investigation, develop an actual bona-fide printing plant."

This is another illustration of what may be accomplished through organization. What should

be most impressive to employing printers, however, is the fact that the correction of this particular injustice is merely an inkling of the possibilities for doing much larger things in the interests of the printing trade through the medium of cooperation.

What About the Next Postmaster-General?

After the long-expected result of the presidential election was announced the fanciful business of cabinet-making becomes popular. Being printers, our minds naturally revert to the office of Postmaster-General.

Will the new department chief keep the printing and publishing industry in hot water? Recent proposed innovations regarding second-class rates have arisen during Republican administrations and were accompanied by a seeming departure from the old-established principle of this popular department serving the people above all else.

Democratic administrations of the Postoffice Department have no such traditions behind them, and so far as the new political appointees are concerned they are not hampered by a vicious party precedent. If so minded, they can encourage rather than hamper the distributors and users of second-class mail matter and be in keeping with partizan traditions. The probabilities are that the heads of bureaus — the regular force — will endeavor to impress on their new chiefs the desirability of raising second-class rates, for by that means many of them expect to secure increases of salary, the hope having been held out that more pay will come to them through profits.

As has been pointed out before, the administration of the Postoffice Department requires broader treatment and more statesmanlike ideals than the making of profits out of each mail classification or out of all of them. The department is not of itself a commercial business concern, but an aid to trade and manufacture in serving the people. It is not the prime question that it should show a profit. It should not pursue a line of policy without first ascertaining what its effect will be on the business or businesses involved. If a change provides a surplus of, say, two million dollars for the department and causes a decrement of ten millions in trade, then the department is working an injury. If, however, there be a deficit accompanied by a five-fold increase in service or business, then the department is performing its proper function.

President-elect Wilson should entrust this department to a broad-minded, far-seeing man. Unless he does so, the administration of the postoffice will not harmonize with this expression of Mr. Wilson's, which we take pleasure in reprinting:

"A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions. They obtain their circulation by their direct appeal to the popular thought. Their circulation attracts advertisers. Their advertisements enable them to pay their writers and to enlarge their enterprise and influence.

"This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion — its most deliberate formation and expression — just at a time when opinion is concerning itself most actively and effectively with the deepest problems of our politics and our social life. To make such a change, whatever its intentions in the minds of those who proposed it, would be to attack and embarrass the free processes of opinion."

Taking this broad-gaged view as the key-note of the coming administration's attitude on postal questions, the appointment of a Postmaster-General who would endeavor to make a record by amassing petty and questionable surpluses would surely lead to a stultification of Mr. Wilson's announced principles.

While we know some allowance must be made for change of viewpoint when the officeseeker becomes an officeholder, yet one does not look for a reversal of what is almost a principle by men of the type of the President-elect.

The Employee's Opportunity for Advancement.

Writing to ascertain the opportunities for securing a position with a printing house in this country, a British correspondent concludes his letter with this statement: "I would prefer a position in the front office, as there is greater opportunity for advancement from that end of the business."

We wanted to write our British friend that he was mistaken — that the boy who starts at the bottom, takes on the title of "printer's devil," and gradually works his way to a thorough understanding of all the mechanical processes of the art holds the point of vantage for advancement to responsible managerial positions in printing plants. Of course we could not — and we regretted that we could not.

It is true that in the past printing-house managers have been recruited largely from the workrooms. This was natural, because more importance was placed upon the conduct of the practical departments than upon the conduct of the business office. Management consisted chiefly in seeing that the work was turned out properly and that competent men were employed.

To-day the big problem in printing establishments is business system. To be successful, the present-day manager must be thoroughly familiar with methods of ascertaining costs and with the different items that enter into his costs; he must have a knowledge of accounting and of the value of systematizing his records, and he must know something of salesmanship.

All of these things, of course, should be taken up and studied by practical printers who are ambitious to reach the top. But how many have interested themselves in the business end of the trade? Have any of the trade unions impressed upon their members the necessity of gaining a knowledge of cost methods, so that they might advance to the more responsible positions? And what are the employers doing to educate their practical printers in these essentials?

Our British correspondent has grasped the situation. He knows where he is likely to gain the knowledge that is so valuable to success in this day. In the front office he will discover the pitfalls which have forced so many printers into the bankruptcy court. And he will also learn of the methods which lead to success.

However, we trust that journeymen printers will soon or late take cognizance of the importance which attaches to good management, and that an effort will be made to include in their training a study of the principles which underlie the successful management of printing houses.

Enforcing Office-rules.

Discontent is an efficiency destroyer. And there is no more effective method of creating discontent than to make office-rules that apply only to the men working in the mechanical departments. A subscriber has called our attention to this particular phase of bad management. Referring to the "no-smoking" rule, he says:

"No fair-minded person will say this is not a reasonable prohibition in an industrial plant, and that it will not work to the safety and betterment of both men and owner. But there are strings attached to this rule. The 'boss' or manager will come stalking into the composing-room or other mechanical department puffing at a big black cigar, with the apparent air of a master employing slaves who are simply prohibited from smoking because it is not good for them. Thus the rule loses the provision of the safety it should insure, and the mechanic is insulted."

The correspondent goes no further than to condemn the violation of the "no-smoking" rule by employer or manager while in the mechanical departments. He does not say anything of applying it in all departments of an institution. For this reason we desire to supplement what he has said by declaring that if the prohibition is made in any department of a printing plant it should be made in all. And it should be as religiously enforced in the business office as in the composing-room. If we are striving for greater efficiency, discontent must be uprooted; and we will fail in this unless every man in the printing plant feels that the "boss" would not ask him to forego liberties in the matter of personal habits that he himself is not willing to forego.

The Election.

The election of Woodrow Wilson to the presidency of the United States has undoubtedly been received with acclamation by some printers and with misgivings by others. What the effect will be upon business in general is largely a matter of conjecture. With every branch of the national government in control of the Democratic party, Mr. Wilson and his colleagues assume a grave responsibility in a crucial period of our country's history, when the tide of public opinion has been turned in the direction of a demand for revolutionary changes in governmental policy. That this responsibility, however, will tend to create caution and conservatism in the men who have been entrusted with the reins of power is to be expected as a natural consequence. But this should not operate to weaken the backbone of courageous men who would make the Government something more than a mere agent of trade and commerce. In fact, it is our opinion that trade and commerce would be best stimulated by a governmental policy which had for its direct aim the welfare and happiness of human beings rather than conquest of the world's markets or the encouragement of powerful financiers in the manipulation of stocks.

As printers and publishers we are deeply interested in the policies of government. The attitude of public officers toward the great national departments which have been created for the purpose of developing trade and education has an especially direct effect upon the product of the printing-press. Whether the new men coming into control of our affairs at Washington shall encourage this development by a broader policy than that of their predecessors remains to be seen. We can only hope.

NO SECURITY.

"Hey, waiter, I want to order a steak; there's none on the bill of fare."

"We are not serving steak to-day, sir. You see, we have a new cook, and he has not as yet arranged for his bond." — *Louisville Courier-Journal.*

Written for THE INLAND PRINTER.

NEWSPAPER CLIPPINGS.

How They Are Cut, Kept and Used.

BY JAMES W. WELLS.

EVER since the first newspaper was printed people have cut and treasured clippings. It is a hobby with some to cut subjects of personal interest and keep them in scrapbooks; others value clippings only for their use in business. The great banks, railroads, telegraph and telephone companies and the industrial corporations all find use for newspaper clippings. The newspapers themselves consider clippings an almost indispensable adjunct in getting up stories.

In the newspaper offices the clipping department is called the Biographical department, Obituary department, Obit, Morgue (by the "cubs"), Reference department, or the Information Bureau. The methods or systems vary — some offices use an index, others a combination of index and clippings, but the majority use clippings kept loose in envelopes, or pasted in scrap-books. The two great drawbacks with an index are having to consult the bound files and the necessarily small space in which an entry must be made. As it takes a good newspaper man to write a heading that tells what is in a story, it is expecting too much to still further compress the same in an index entry.

The clippings kept loose in envelopes are easily handled, and everything about a subject can be had at once, and can be taken to the writer's desk or elsewhere. A department that years ago had an index in addition to a clipping system finally dropped the index because of the greater demand for the clippings. The real use of a clipping system is as a "working department" — not merely a department of record; calls for dates are few.

The New York *World's* Biographical Department consists of about ten million clippings, besides numerous manuscripts, etc., kept in 175,000 heavy manila envelopes, which are stored in 5,837 running feet of shelving in metal cases of twenty-three and twenty-five shelves high. The shelves have no doors; dust is removed with vacuum cleaners.

The department is divided into two classes — Biographical and Miscellaneous. The Biographical (about persons and families) clippings are arranged under one alphabet and occupy slightly more than three-fifths of the department. The Miscellaneous (about all other subjects) are classified under twenty-four divisions, divided into five hundred sections, which are further subdivided. Six or more top shelves in each case are used for the overflow envelopes — the "Upper Shelves"; all below contain the envelopes in sections and are called "Case Shelves." The Upper Shelves are for persons (or subjects) that have many envelopes — like Carnegie, Morgan, Rockefeller, Roosevelt, Taft; all are lettered on the end. If kept in the Case Shelves, they would disarrange the order of the



Scene from the Edison Kinetogram Play, "A Curable Disease — A Story of the Union Printers Home, Colorado Springs."

Henry learns from the doctor that he has tuberculosis and has no right to marry.

sections, cause useless handling of envelopes not often called for, and would make the daily filing more difficult. The sections are kept separated with wooden partitions (with tin bottoms turned up at the back), which are movable and stand upright on the shelves. The end of each partition at the right is labeled with the name or combination of letters in the section.

Reading, Marking and Cutting.

All editions of the *World* are gone over carefully by the reader, who marks, with blue pencil, on one copy of each edition what shall be saved and how classified. An assistant takes this "marked copy" and marks a separate copy of each story under all the heads indicated. As each heading is marked it is checked off in the "marked copy." There are many copies of each page, and the leaves are turned as if they were in a book. Some stories are marked under only three or five heads, or even less, but at times it is necessary to mark a story under fifty heads. When a change is made in the wording of a story in the different editions, a copy of the story in each edition is saved and pasted together. If the change is only an omission, the fuller story only is saved, unless the omission is of some special significance; then both stories are saved and pasted together.

The other New York papers are marked directly by the reader, but nothing like so fully as the *World*. More than twice as many clippings are saved from the *World* as from all the other papers combined. "Beats" or exclusive stories from other papers, besides longer or differing stories of the same event, are saved. The rule is to save items in the *World* for every head which they can possibly be called for. The *World*, *Herald* or *American* will "boil down" a President's message and also print the "meat" of it in box form; whereas the *Times*, *Sun* or *Tribune* may run it in full. The paper that specializes in certain kinds of news has to be watched for the longer stories.

The cutting is done with scissors; the date of publication and the name of the paper from which it is cut is stamped on the back of each clipping; and the clippings are counted during the stamping. They are then folded and the two classes separated. The Biographical clippings are alphabetized in pigeonholes; are sorted between cardboards (kept in these pigeonholes) marked on end Sa-, Sch-, Sc-, Sh-, and so on; then sorted to the third letter, Saa-, Sab-, Sac-, etc. The Miscellaneous clippings are sorted according to divisions and kept between cardboards.



Scene from the Edison Kinetogram Play, "A Curable Disease—A Story of the Union Printers Home, Colorado Springs."

Henry tells Edith he has consumption and can not marry her.

All of these clippings are called the "Unfiled Clippings," and can be had when called for.

Biographical.

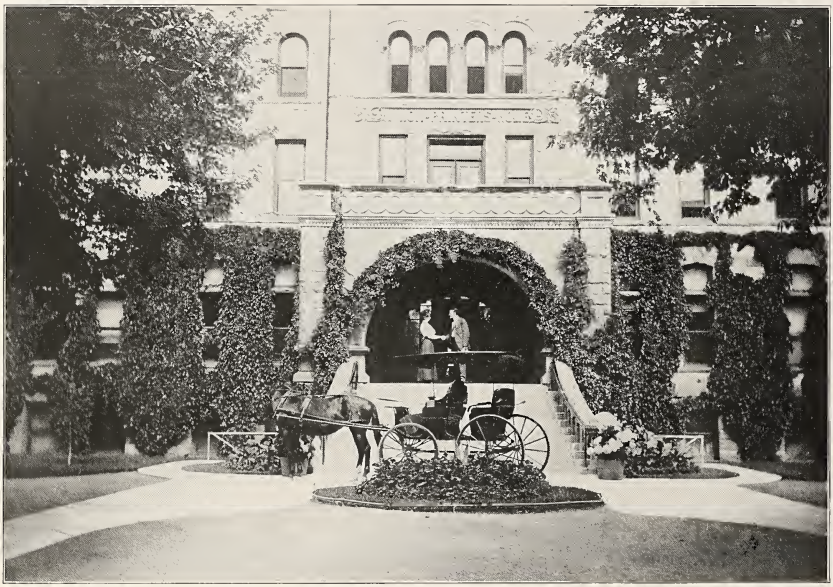
These envelopes are arranged in alphabetical order, divided into sections. Thus there are sections for Staa-Stae-; Staf-Stah-; Stai-Stam-; Stanley; Stanton; Stan-; Stao-Staq-; Star(c)k-e; Starr-; Star-; Stas-Staz. In each section there is a general envelope (called "Misc.")

which contains clippings about persons who have not a separate envelope. When the Staf-Stah- Misc. envelope becomes crowded, all the clippings about persons named Stafford are taken out of it and are put in an envelope marked Stafford Misc.; and on the Staf-Stah- Misc. envelope is written "Not including Stafford." This Stafford Misc. envelope is kept in the Staf-Stah- section and is called a subsection envelope. When the Staf-Stah- section becomes crowded all the Stafford envelopes are made into a separate section and Stafford marked on a partition. This new section is kept ahead, to the left, of the Staf-Stah- section, because in reading from left to right the Stafford section will be noticed before the Staf-Stah- section. When the Stafford section becomes crowded it is divided into two (or more) sections — "Stafford A-I-" and "Stafford J-Z-." The first names — Albert, Benjamin, Charles, etc.— each go in the first of these sections; and John, Katherine, Louis, etc., go in the second. A clipping without a first name or initial is put in the last (J-Z-) Misc. envelope — an arbitrary but easily remembered rule.

If there are two or more envelopes for "John Doe Stafford" they are kept in the Upper Shelves (the overflow) and a Case envelope marked "See also Upper Shelves" is kept in the section. Later, the Upper Shelves envelopes are classified and the Case envelope is sealed. Here is an example of a sealed Case envelope which refers to the classified envelopes in the Upper Shelves:

Harriman, E. H.
SEE CLASSIFIED ENVELOPES IN UPPER SHELVES FOR:
Sketches.
Pictures.
Homes; Family; Social.
Horses; Yachts.
Health; Retirement.
Travels; Railroad Accidents.
Expedition to Alaska.
And Pacific Railroads; Northern Securities Co.
And Illinois Central R. R.
And Chicago & Alton R. R.
And Railroads, Misc.
And Interstate Commerce Commission.
And Insurance.
And Insurance Testimony at Investigation.
And Roosevelt (including Webster letter).
In Politics.
Business Interests other than R. R.
Speeches; Statements; Interviews, general.

Cross-references from one envelope to another are freely made; "See Also Special Envelopes For" is stamped in red with a rubber stamp. On the Harriman "and Railroads, Misc." envelope there is a cross-reference to "E. H. Harriman — and Pacific Railroads; and Illinois Central R. R.," etc. On Mrs. E. H. Harriman's envelope there is a cross-reference to "E. H. Harriman — Homes; Family; Social."



Scene from the Edison Kinetogram Play, "A Curable Disease — A Story of the Union Printers Home, Colorado Springs."
Henry enters the Union Printers Home, Colorado Springs.

Biographical — Filing.

The persons who file the Biographical clippings (generally women) take, say, a bundle of "Sta-" clippings, which they sort to the fourth or fifth letter. Then they are arranged so that if there are more than one clipping about a person, these clippings are together. The many sortings may seem a waste of time, but instead it saves time. If they were not so thoroughly arranged it would cause useless getting on and off a ladder — file a high shelf, then a low shelf, and so on.

Starting at the Staa-Stae- section (or any other) the filing is from left to right and downward; there is no going back over the same ground. Say the first clipping is for "John Stack." The filer looks over all the envelopes in the Staa-Stae- section. If there is no envelope for John Stack, the Staa-Stae- Misc. envelope is put aside and the clipping

is put upon it. Later, these Misc. envelopes are looked over, usually by a person more familiar with the general work of the department than is the filer, to catch any mistakes and to hold out what clippings ought to have a separate envelope.

Miscellaneous.

The Miscellaneous class is arranged by groups of divisions; the divisions are divided into sections; and the envelopes in a section are arranged alphabetically according to *kind, place* or *name* — or according to *time*. The aim is to keep them the way they are usually called for.



Scene from the Edison Kinetogram Play, "A Curable Disease — A Story of the Union Printers Home, Colorado Springs."

The nurse falls in love with Henry and keeps, unknown to him, the mail from his sweetheart, thus causing him to be broken-hearted.

Envelopes are not moved from their familiar place unless absolutely necessary; assistants get used to the regular place and go to them almost mechanically. But if they suggest that an envelope ought to be in a section other than where it is, a sealed envelope cross-reference is made.

When the department was started in 1889, related subjects were grouped on adjacent shelves. They grew enormously, as well as not uniformly, and some of the subjects now occupy a whole case instead of a shelf. Because of this growth new cases were planned to give the greatest amount of shelving on the least floor space, and the grouping of divisions had to conform to the size and arrangement of the shelves. In spite of all this the original grouping has been kept, almost without exception. The original grouping has proven to be a practical and elastic working scheme; besides, it is simple.

Divisions.

Miscellaneous (see note).
Newspapers.
Burials.
Religious.
Women.

Social.
Sports.
Amusements.
Clubs and Associations.

Crime.
Courts.
Punishments for Crime.
Charities.

Animals.

Educational.
Art and Science.
Medical.

Public Works.

States (U. S.)
Countries (foreign).
Races and Tribes.
Land and Water, Misc.

Mishaps.

U. S. Government.
Politics.
International.
Military.

Naval.
Yachts.
Ships.
Railroads.
Street Railroads.
Other Conveyances.
Products and Manufactures.
Labor.
Companies.
Commercial.

NOTE.—This Miscellaneous Division is for subjects, arranged alphabetically, not readily fitting in any of the other Divisions.

The divisions are divided into sections. The sections in the U. S. Government division are:

Presidents.
Departments.
Affairs.
Census.
Customs.
Pensions.
Postal.
Tariff.
Taxation.
Congress (divided by sessions, etc.)
N. J. Legislature (by years).
N. Y. Legislature (by years).
Legislatures (by States).

To illustrate the splitting up of a section, the Panama Canal clippings increased in number much faster than those on other Canals, so they were taken out of the Canals section and made into a separate section. This new section

was put ahead, to the left, of the old one, and the envelopes were classified. To show these classifications, the Panama Canal-Misc. envelope is given as an example:

PANAMA CANAL.
Miscellaneous.
SEE SEPARATE ENVELOPES FOR
Accidents.
Bonds.
Canal Zone.
Commission.
Companies (sealed envelope) see COMPANIES section.
Fortifications.
French Investigation.
French Work (before 1904).
Government; Courts.
Investigation, American, 1893.
Investigations; Inspections; Misc.
Laborers; Sanitation; Morality.
Lock or Sea Level Type.
Maps.
Opening.
Press (N. Y.) stories by L. W. Bates.
Purchase by United States.
Tolls.
Treaties.
Work (since 1904).

The list of classifications written on the "Misc." envelope avoids mistakes in filing and is helpful to the person seeking information to make a selection.

Another example of a classified section, with cross-references:

Customs.

Appraiser and Appraiser's Stores, N. Y. C.
see also Frauds, N. Y. C.; Sales, Auctions, N. Y.
Baggage Inspection, N. Y. C.
see also Frauds, N. Y. C.
Board of General Appraisers, U. S.
Collector of the Port of N. Y.
Court of Appeals.
Custom House, N. Y. C. New Building.
see also Custom House, N. Y. C., Old Building.
Custom House, N. Y. C. Old Building.
see also Custom House, N. Y. C., New Building; Nat'l City Bank, in BANKS, N. Y. C. sect.
Frauds, Misc.
see also Frauds, N. Y. C.
Frauds, N. Y. C.
Miscellaneous.
see also separate envelopes for: (this list, complete).
Naval Officer of the Port of N. Y.
New York City, Misc.
see separate envelopes for: (wherever N. Y. is mentioned).
Receipts.
Sales, Auctions, N. Y. C.
Seizures.
see also SMUGGLING section in Crime Division.
Surveyor of the Port of N. Y.
see also Baggage Inspection, etc.; Frauds, N. Y. C.
Textiles Sample Regulations.

In classifying the clippings in the envelopes, no set rule can be followed. Before making the classifications, all the clippings on a subject are gone over and a list of classifications is made *to fit the clippings*. The clippings are then split up or separated.

The envelopes in Streets-N. Y. C. section are arranged alphabetically according to name, with an "A-Misc.," a "B-Misc.," a "C-Misc." envelope for streets that have not a separate envelope; also, there are separate envelopes for Cleaning, Lighting, Paving, etc., besides a general envelope.

The sections on Robbery-N. J., Robbery-Brooklyn, Robbery-N. Y. C., are divided according to time — the year. The Robbery-Misc. section is divided according to the kind, place, and sometimes by name. The "kind" envelopes are Hotel Beats, Jewel Robberies, Kleptomania, etc.; the "place" envelopes according to States, Cities or Countries.

In the Politics division there are separate sections for Politics-Miscellaneous, Politics-National, Politics-New Jersey, Politics-Brooklyn, Politics-Queens, Politics-Richmond, Politics-Tammany, Politics-N. Y. C. (Manhattan and Bronx, and Greater New York in general), Politics-N. Y. State, and so on. The States in this division that have not separate sections are arranged alphabetically and divided like this (to quote but two States): Alabama-Democrats, Alabama-Elections, Alabama-Misc., Alabama-Republicans; Wyoming-Democrats, Wyoming-Elections, Wyoming-Misc., Wyoming-Republicans. The Politics-N. Y. State section is arranged according to kind and time: Democratic State Convention 19—, Democrats 19—, Elections 19—, Misc. 19—, Republican State Convention 19—, Republicans 19—; following the latest year the envelopes are arranged alphabetically — Democratic State Committee, Democrats-general, Direct Nominations, Election Laws, Elections-general, Miscellaneous (general matter, not pertaining to any particular year), Republican State Committee, Republicans-general, etc.

The envelopes for the Politics of a foreign country are kept in the section for that country, in the Countries division.

The Navy of a foreign country is kept in the country section. Envelopes on the U. S. Navy, besides general naval subjects, are kept in the Naval section and arranged alphabetically. There is also a section for U. S. War-ships, arranged alphabetically, with separate envelopes for "A-Misc.," "B-Misc.," "C-Misc.," etc.

The Army, Finances, Foreign Relations, Government Affairs, etc., of foreign countries are also kept under the country. The U. S. Army has a separate section in the Military division.

Miscellaneous — Sorting and Filing.

Soon after the clippings have been cut and the two classes separated, the Miscellaneous clippings are arranged in the order for filing and are kept in the "Unfiled Clippings" pigeonholes. Each one (sometimes more) of the divisions in the list of divisions is given a letter, from A to X, which corresponds with the labels on a set of portable pigeonholes. A bundle of clippings is sorted as "first sorting" — according to divisions. For example: Clippings on Antarctic Exploration are put in the "A" pigeonhole because the envelopes are in the Miscellaneous division; a clipping on the Vatican is put in the "B" pigeonhole because the envelopes are in the Religious division; National Civic Federation in "C" because in Clubs; N. Y. Stock Exchange in "X" and so on. They are then put between marked cardboards. To understand the next handling — "second sorting" and final arranging — it is well to look at the list of sections in the U. S. Government division, which we will give an imaginary sorting. A clipping about Vice-Presidents is put in the "A" pigeonhole because the envelope is in the first (Presidents) section; a clipping on the State Department is put in the "B" pigeonhole because the envelope is in the second (Departments) section; clippings on Interstate Commerce Commission, in the "C" pigeonhole because the envelopes are in the third (Affairs) section, etc. When these are finished they are arranged so that all the clippings on a subject are together. As the clippings in the "E" pigeonhole are about nothing else but Customs, they are taken out and arranged like the list given in the Customs section. All the clippings about a particular subject are then together. When filed, one or ten clippings are put in the envelope with but one handling of that envelope, instead of taking out and putting away the envelope a number of times.

DUTY HELD HIM.

The traveling salesman had four minutes in which to catch his train.

"Can't you go faster than this?" he asked the street-car conductor.

"Yes," the bell-ringer answered, "but I have to stay with my car." — *Life.*

REMOVED.

Crawford — "I hear he was operated on. What did he have?"

Crabshaw — "Money." — *New York Times.*

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

PRINTERS' INK.

To the Editor: UVALDE, TEX., Nov. 10, 1912.

The article on "Dope," page 245, in the November (1912) issue is all O. K. I have been in the business thirty-five years, and have handled a few pounds of ink — makes of all kinds — and am not partial to any. All ink-makers make good ink. Never in all my experience have I had an ink that could not be taken from the can and put on and go right ahead with the printing.

I will admit a little difficulty and perplexity is sometimes experienced in working enamel stock. The first side may go all O. K.— no "pick" — while the reverse side may "pick" and cause a pressman to be an efficient "linguist." Just a little boiled linseed oil will do the trick.

You may publish this if you desire, and I will stand all the consequences. L. W. PHILLIPS.

NEW WORDS.

To the Editor: NEW YORK, Oct. 2, 1912.

An Englishman of no little linguistic and literary ability, as well as of philological profundity, more or less — Mr. Edmund Gosse — has said that the English language is so worn out by long and constant use that no more really good literature can come out of it, or words to that effect. But Mr. Gosse has not read American newspapers or he never would have said it, because he would have found in them such a wealth of words that he never heard of before as to have driven him hurriedly to his various dictionaries to learn what the editors were talking about. And small help would he have found in his dictionaries, for the words have not been in use long enough to have become lexicographized, so to say. For the benefit of Mr. Gosse and possibly some few American readers who think as he does on the overworking of words, let me present a list I have gathered from urban, suburban and rube-urban newspapers within the past few weeks only: Oylal, eaged, nogro, nego, iodictment, remicent, unsond, codition, educotion, uprobrium, vituperous, veterians, reolation, marality, reupatable, degee, sperate, opected, emnity, conuty, coutny, couney, nuptila, steadify, sympothy, tweleve, jeutice, terrytory, varites, valable, legitiment, calebrate, incurried, liteary, wate, coan, timpature, controct, pliece, anexity, disdover, nominared, candidote, absolete, peblication, habpen, stats, baffing, abid, revoutionist, conserence, dotective, aistory, cemming, cearse, proviced, peosons, consumptinoe, bulletine, secuanes, expectiorate and others — too numerous to mention, lest I be suspected of making words to show Mr. Gosse that he lacks acquaintance with his subject. These are all actual words found in the course of reading only about half a dozen newspapers, daily and weekly, during a short period, and if such a crop can be produced from so small a territory what might be expected from the thousands of newspapers which are turning out new words like these every issue? I am not saying that these words can be verified in American lexicons, but editors, proofreaders and printers produce them for their readers, and they should be in the dictionaries, for how can readers know what they mean if they are not anywhere defined?

We have all heard of the intelligent compositor spoken of slightingly— an artisan much maligned it would seem, for no ordinary intelligence could devise words like these. The printer no doubt hands them out first to the proofreader and the editor, who in turn accept them as correct and pass them on to the reading public. Otherwise, they would never get into print. I hope this list of words, Mr. Gosse very evidently knows nothing of, may fall into his learned hands and that he may dig up definitions for them and use them, if he pleases, in any literature he may produce with this new material. In the meantime what have the editors to say for themselves?

W. J. LAMPTON.

OLD-TIME PRINTING MEMORIES.

To the Editor: PHILADELPHIA, PA., Sept. 14, 1912.

Reading the sketch of the business career of Mr. Robert MacGowan in the September number of THE INLAND PRINTER suggested the thought why it had not occurred to some one of our old pressmen to write up an account of our trade's progress dating back, say, fifty years. It certainly would be of interest to the younger element of to-day, and extremely entertaining to those who had reached the age of threescore years and ten.

As I remember it, the first illustrated newspaper published in this country was that of *Gleason's Pictorial*, in Boston. This pioneer, after a very varied career, died a few years ago in a poorhouse out West. Gleason's paper was printed on an Adams press, as was that of the *Flag of Our Union*, a story paper similar to that published by Bonner in New York. Cylinder presses, as built in the fifties, were very crude affairs, and no one attempted to use them for other than the cheapest kind of work. R. Hoe & Co. built a cylinder for Gleason, but after trial it was condemned as unfit for this kind of work, the bed and cylinder not registering close enough, throwing the overlays off and on about a pica.

The next illustrated paper to appear, as a rival, was started in New York by Moses Beach, proprietor of the *Sun*, but after a short time it gave up the ghost as a very unprofitable investment.

Mr. Gleason at this time had a gentleman at the head of his engraving department by the name of Carter, who afterward changed his name to Frank Leslie. Leaving

Boston, he went over to New York and launched Frank Leslie's newspaper, a journal which had a successful run for many years and went out of existence not so very long ago.

Shortly after Frank Leslie's venture came *Harper's Illustrated Newspaper*, which, as we all know, is still published by the Harper firm, as *Harper's Weekly*, and is the only one of the three living to-day.

The writer of this sketch worked under Mr. MacGowan when he was superintendent of John A. Gray & Green's, now the Bun Printing Company, and he calls to mind many of the old-time pressmen, several of whom have gone over to the great majority. He, however, would mention Mr. Hayes, who at one time printed the *Scientific American;* Alonzo Hoyt, who claimed the invention of the type-revolving ten-cylinder news press built by the Hoe's, Juch Scott, Bill Ray and Horatio Elkins. C. H.



A Photographer's Advertising Blotter That Tells Its Own Story.

PRINTING-OFFICE EFFICIENCY.

To the Editor: SEATTLE, WASH., Nov. 1, 1912.

Much has been written and said in the last few years on the general subject of efficiency in industrial methods by such authorities as Brandeis, Taylor, Emerson and lesser lights, and while most of the effort has been directed to factory operations there are those who have urged the application of the same principles — and practically the same methods — to the printing-office, on the theory that, after all, the printer's work is only a manufacturing process because it ultimately results in so many copies of a newspaper or job or a certain number of volumes of an edition work, etc. In part this may be true from the point in the process when the finished plates reach the pressroom and the combination of ink, paper and binders' material actually begins; but it certainly is not true of the operations preceding — that is, the preparation of the copy, planning the work, the composition, proving, correction, and the arrangement of type and illustrations — in short, the compositors' and proofreaders' work.

Our craft has been termed "the art preservative of all arts," and there is more to the title than a euphonious term. He who would forget the art feature of the compositor's work, or overlook its literary character, has neglected two factors of prime importance. Getting copy-words into type is only part of the process. The whole tendency of machine composition has been toward merely getting words into type, because of speed considerations and the inherent inflexibility of the process.

Typographical composition can not be reduced to those factory methods which aim principally at maximum quantity of output in a unit of time, such as making tin cans, file cabinets or automobiles. Each piece of work — and each of the component fractions of some pieces of work — is the subject of individual treatment. To meet these conditions properly and economically is the problem, and this leads us away from the factory method instead of toward it.

Years ago a craze as to the saving of floor-space and rentals took possession of manufacturers of printing-office furniture and the employing printer, which resulted in the latter condensing his office into such compact form that he (sometimes) saved rent, but at a disproportionately large increase in the time-charges against the work accomplished. Lately he shows the same weakness in other directions. He falls too easily to the talk of the smooth salesman of "improvements" which do not improve. And in the meantime, through cost congresses and better accounting systems, he has discovered that something is wrong; and in many cases, if not most, blames it to "the inefficiency of the workmen." He should think again — several times.

Unfortunately for themselves, and for their employees as well, many of the owners and managers of printing concerns to-day have no practical training in the printing business, nor knowledge in detail of its processes. They are business men — investors in the printing industry — putting in their capital just as they would into a terra-cotta works or a paving-brick factory, and looking for dividends from the sale of the product. Naturally, if division of labor — specialization — results favorably in the one business it is inferred that like results will follow in the other. But this is not true. There is a limit, and it differs in each. Division of labor has already gone too far in the printing industry.

Efficiency demands, not that the capabilities of the workman should be restricted between narrower and narrower bounds while he is being prodded to greater intensity of effort, but the reverse — a fuller development of the workman and a closer attention of the management to quality, quantity and condition of the tools with which he works and the conditions under which he performs his labor. In the first place, the workman should devote thought to his work,

not be a mere time-server. But, in order that this be done, there must be intelligent direction of his efforts, and this consists — contrary to the views of many — in an intelligent withholding of petty directions and rules of detail, and the placing of the work in the hands of the compositor with but a few well-considered general instructions essential to its execution, together with a certainty that the material needed for the work is available from the start and sufficient to avoid all delay; then a supervision of the work in the same manner while in process. At this day there is not enough work of the right kind done at the foreman's desk — there is too much trusting to Providence and to his favorite workmen for results. In this manner is built up a circle of petty aristocracy in the office, which not infrequently places, deliberately, obstacles in the way of their helpers on the work, to the end that their own alleged superiority may show forth the brighter. This does not tend to the harmony of feeling and united effort needful for efficiency in results in work requiring appplication of mind as well as physical effort. But "the boss pays the bill," just the same.

Occasion for this talk of the inefficiency of the workman would nearly disappear in the course of two or three years if the present practice of "straw-bossism" were relegated to the scrap-heap and in its place the responsible head of the composing-room exercised direct supervision of the workmen he assigned to any particular work, and by affording a larger number (or even all) of the employees an opportunity to work on and become familiar with practically all the business handled by the office. If the foreman has too much to do, give him a clerk — and an assistant, if necessary.

The printerman's basic training is pretty much alike in all individuals, and adaptability is one of his strong characteristics. On this basis the time apparently lost by giving him an opportunity to work on lines with which he is less acquainted would prove well spent, and the office — large or small — which makes it a practice will have no complaint as to the efficiency of its force.

In this connection it is well to mention the "extra" workman — the one who comes in at the "rush season" of work (which occurs intermittently, throughout the year), and who is employed from a few days at a time to weeks, or even months, as the job lasts. This class is an important factor in the printing industry, forming, as it does, probably over forty per cent of the compositors (considering both the newspaper and book-and-job branches of the business); and, while the least considered, it has probably the greatest bearing upon the problem of efficiency. Wherever possible, a composing-room force should be maintained at its *maximum* throughout the year, instead of a minimum regular force and the addition and laying off of "extras" as emergencies arise. By so doing, and working on the lines indicated above, the best qualifications of the force as a whole would be brought out. Of course, there are times when the maximum force could not be fully employed. On such occasions it would be better to reduce the total time of the week's employment by working the entire force less hours per day, or by "phalanxing" (laying off) each, in turn, one or more entire days, thus keeping intact a force of the maximum number of men who are acquainted with the office and its work. Besides — it is fairer to the men; tends to reduce overtime charges; makes the handling of the hurried job easier, and removes the problem of a sudden addition of a large number of men unfamiliar with the office or the particular job in hand. I have seen it work out successfully in quite large offices. It is possible of application in either branch of the business. CHARLES J. SCHOTT.

DEPRECIATION OF LINOTYPE METAL.

To the Editor: TOPEKA, KAN., Oct. 21, 1912.

In the *American Printer* for October, page 220, there is an article on "Depreciation of Linotype Metal," in which the writer suggests "a flat rate of three per cent per month simply for machine metal waste," and adds "that in the melting alone there is four per cent of all metal used." That is about as clear as Chicago river water.

I have duplicated the "Cleveland tests" and find that the loss in the melting-room can be held down to approximately one per cent, say one and two or three tenths. Of course, that is the minimum found under exact and careful methods. I would consider a loss of over two per cent in the melting-room as careless waste.

If users of linotype metal will occasionally weigh in slugs to the melting-pot, and weigh out the metal returned to the machines, and weigh up the dross that goes into the dross box or barrel, they can find out exactly what the loss is in that process. The loss that "goes up the flue" from the machine crucibles is an unfindable quantity, but certainly very small.

Linotype plants that sell composition to the trade should weigh up the slugs sent out and charge the buyer with the number of pounds of metal in the slugs at the current market price for new metal at the time the slugs are sold. When the slugs are returned weigh them in and if there is any shortage collect for the shortage. If the bill for shortage can't be collected, charge it up to loss along with other bad accounts. When the dross is sold carry the amount received therefor to profit account.

Charge for "depreciation of metal" the difference (in pounds) between the weight of slugs put in the melting-pot and the weight of metal returned to the machines.

Some months a shop will remelt more slugs than it will other months, and a flat rate of any per cent per month, regardless of the amount of metal melted, is a haphazard "rule o' thumb" method for determining depreciation. Keep a record of the number of pots of slugs melted each month. A genuine cost-finding system implies *knowing* what you are doing. Don't guess or approximate anything; that method suggests laziness or incompetency.

Keeping linotype metal up to standard quality is perplexing to many users, particularly book and job shops that print direct from the slugs. I abandoned the practice of buying "toning metal" long ago. The better method is to buy new metal more frequently and feed it to the machines along with the old metal in the proportion of, say, one new pig to every four old pigs.

Above all things keep linotype metal clean and absolutely free of other kinds of metal. Don't feed the crucibles with dirty old slugs, shavings or sweepings off the floor. In the long run it will pay to feed the machines only "refined" pigs. T. B. BROWN.

PATRIOTIC.

Mr. Bryce, the British Ambassador, tells a brief story to illustrate the exalted opinion that he thinks Americans generally have of their nationality.

It was in a schoolroom, and during a review of history since the creation.

"Who was the first man?" the examining teacher asked.

"Washington," hastily replied a bright boy, quoting a familiar slogan, "first in war, first in peace, first ——"

"Wrong. Adam was the first man."

"Oh," the pupil sniffed disgustedly, "if you are talking about foreigners ——." — *New York Tribune.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

IN October the great publishing house of Murray completed the first one hundred years' occupation of its premises in London, in Albermarle street, W.

A NUMBER of typefoundries have announced an advance in the price of type (owing to the increase in the cost of metals and manufacture). Type-faces will be 2 pence (4 cents) and spacing material 1 penny (2 cents) a pound higher.

THE wholesale stationery and printing-house of E. S. and A. Robinson, Ltd., at Bristol, which has nearly two thousand employees, has inaugurated a profit-sharing system. All employees whose wages are less than £3 a week will participate. Had the scheme been in operation during the last three years, an average of £2,500 ($12,500) a year would have been thus shared.

THE three-months' strike of employees of the Miller & Richard typefoundry at Edinburgh was ended September 17, by the acceptance of advances in wages ranging from 1 to 4 shillings a week. A number of grievances respecting working conditions are also to be rectified. The strike affected over one hundred and fifty men and forty girls. The wages of the latter were raised thirty-three per cent.

TWO printing-offices in Gateshead-on-Tyne are located in buildings which formerly were chapels. Melbourne street chapel, which was the scene of a characteristic sermon by the late General Booth, of the Salvation Army, in the early part of his career, is now occupied by Messrs. Howe Brothers, printers. When this chapel was altered into a printery, the pulpit was used as the overseer's "box." The other chapel, now Mr. Kelly's printing-office, is only a short distance away.

GERMANY.

ACCORDING to a count published in the Lemburg *Slowo Polskie*, the number of newspapers printed in the Polish language is given as: In Prussia, 105; in Austria, 184; in Russia, 207, in America, 190 — a total of 586.

THE *Oberschleisische Volkszeitung* in Ratibor, Silesia, had published its circulation as being from 10,000 to 12,000. As he could not prove in court that it was over 3,500, its publisher was fined 300 marks ($71.40), because of "intent to deceive."

IT is reported that the Vogtländische Maschinenfabrik (a concern which also manufactures much printing machinery), having a capital of 3,500,000 marks, did a business of 6,000,000 marks during its last fiscal year, and that it has orders in hand for machinery amounting in value to 15,000,000 marks.

A MEETING of manufacturers of woodfree paper was held at Berlin, on September 27, at which it was determined to form a permanent organization, to further the interests of the papermakers who do not use wood-pulp in their productions, and especially to bring about uniform prices and terms of payment.

THE Commercial Association of German Bookdealers of Leipsic has established a special institution, under the title of Deutsche Bücherei (German Library), in which are to be preserved copies of all books appearing after January 1, 1913, published in German and other languages in the empire, and in German in all other lands. The government of Saxony has given 3,000,000 marks ($714,000) for the construction of the necessary buildings on a parcel of ground furnished free by the city of Leipsic. To maintain and enlarge the library, the Saxon government gives yearly 85,000 ($20,230) and the city of Leipsic 150,000 marks ($35,700).

A DISTRICT court at Munich, as per a recent decision, considers it unfair, and hence unlawful, competition for a printer to advertise that he will "allow ten per cent off each yearly amount of printing orders that a customer may have executed in his office." The Munich printery owners' association was the complainant in the case. The defendant was enjoined under a penalty of 50 marks against repeating the offense.

THE experimental period of one year for noting the results and the introduction of letter-telegrams in the postal service having ended and shown the popularity and practicability of the innovation, preparations are now being made for its extension beyond the eighty cities in which it was provisionally tried. Commercial associations have asked that the service be also extended to cover international correspondence.

THE following matrimonial advertisement appeared in one of the trade papers in October, which is reprinted because of its oddity from an American point of view: "Matrimonial Connection.— For the nineteen-year-old-daughter of the proprietor of a book and litho printery, her father desires a matrimonially capable business colleague; he must, as is the young woman herself, be a person of character, intelligence, diligence, possessing good health and an agreeable personal appearance. The business is a large one and capable of extension; has seven cylinder and an appropriate number of hand and platen presses and a mechanically excellently arranged bookbinding, stereotyping and lithographing outfit; also a newspaper and book publishing and retail department. Only young men who are unexceptional in every respect may apply with non-anonymous communications, together with personal history, statement of religion, photograph, etc., to 'Glück,' care of H. & V., Frankfurt a. M. A doctor's certificate may be subsequently required. Money is not specially asked for, but for the sake of further development of the business would be desirable."

A CERTAIN Mrs. B., in the town of F., was recently, under peculiar circumstances, sentenced to imprisonment for perjury. Her husband was a shoe-dealer who sold goods under consignment. The factory had furnished him an electro, to be used in his advertising in a local paper. In course of time he became insolvent, and the receiver negotiated with a Mr. M. for the sale of the business. Meanwhile the disappearance of the electro in question was noted, and Mrs. B. charged Mr. M. with its theft, as no one but he (who during the negotiations for the sale was often there), excepting herself, had been in the room where the electro was kept in a certain drawer, where she had placed it. Upon her testimony Mr. M. was fined 3 marks for sequestering property. It was later on, however, discovered that the electro was in the possession of the printer of the local paper, who had it carefully wrapped and labeled as to ownership. The only excuse Mrs. B. could then give the court was that she had forgotten that the electro had not been returned by the printer. Her appeal against punishment was denied by the higher court. *Die Buchdrucker-Woche*, in relating this case, draws the moral: Keep a record of your cuts and electros.

FRANCE.

THE Maschinenfabrik Augsburg-Nürnberg, of Germany, has bought the noted Alauzet press manufactory, situated

near Paris, and is renewing the plant at an outlay of 200,000 francs ($38,000).

THE third International Congress of the Periodical Press — held under the patronage of the French government and the municipal council of Paris — had its sessions this year in the building of the Cercle de la Librairie, at Paris, on October 26 to 30.

SINCE June 1 the hours of the day are numbered from 1 to 24 in France. This change has resulted in an increase of work for offices printing railroad work, as naturally all time-tables, posters, charts, instructions, etc., had to be altered to conform to the new system.

THE state-owned lines have followed the example of the Orleans Railway Company in reducing the freight rates on printed matter, much to the delight of printers and publishers, who are now hoping that the three other railway companies of France will also do likewise.

TWO study classes, one for classic and modern typography and the other for music and foreign language composition, were begun Sunday, October 13, at 9 a. m., at 80 Boulevard Montparnasse, Paris. The Philotechnic Association seems to be sponsor for the enterprise. The classes will continue to be held on Sundays.

RUSSIA.

ALEXANDER LUVORIN, the founder (in 1876) of the *Novoe Vremya*, died August 24, aged seventy-seven. He was twenty-four when he started the *Vremya*, which in a short time became the most influential and successful of the daily papers of St. Petersburg. Among other large donations, he left 150,000 rubles ($78,000) to the mutual-benefit organization of the compositors of the paper. [Our correspondent confesses to a difficulty in transcribing Russian names. For instance, in some accounts the name of the above journal is given as *Nowoje Wremja*, and that of its founder as Ssunworin and Souworin. All depends, it seems, upon the systems of transcribing in the intermediary languages, which differ because of the varying phonetic values of their alphabetic symbols.]

JAPAN.

THE longest novel ever written is believed to be one by a Japanese romancer, Kiong te Bakin. He worked over forty years at its writing, beginning in 1850 and ending in 1892. This novel comprises no less than 106 volumes, averaging 1,000 pages each. Each page has thirty lines, making the total number of lines 3,108,000, containing, it is estimated, some 30,000,000 words. The whole work weighs 60 kilograms (over 130 pounds). The next largest novel is thought to be one by a Chinese writer, Tai-peh, which is contained in 82 volumes, whose pages are larger than that of the Japanese work mentioned, and may therefore come close to it in the number of its words.

NEW ZEALAND.

LAST year, N. J. Werner, an American, and Dr. Wilhelm Ostwald, a German, published articles advocating a universal and scientifically proportional system of book and paper sizes. Though they do not quite agree in the dimensions they have selected for such sizes, both the Werner and the Ostwald systems are based on the proportion of 1 to the square root of 2 (or 1 : 1.41 +); or, in other words, the proportion of the side of a square to its diagonal. As both men are earnest propagandists of any forward movement that engages their attention, the printing world will be sure to hear more and perhaps considerable regarding the proposed system of book and paper dimensions. But it is interesting to know that, so far as is known, the late T. B. Harding, of New Zealand, who died in 1910, was the first to broach this particular proportion for application to paper sizes, which, as his son, R. Coupland Harding, informs us, he had worked out many years ago. To quote the son: "My good father was a sound practical mathematician; it was about the time that he became personally connected with printing that he spoke to me of the alternate square and oblong of the ordinary quartos and folios, and how easily such might be corrected by availing one's self of the valuable properties of the square root of 2."

CHINA.

THE oldest newspaper in the world, the *King-Bao*, has been suppressed by the president of the new Chinese republic. It was started over fifteen hundred years ago, under Emperor Fin-Chang-Tsang, and was published continuously until this year. At a time when no one in Europe had a notion of the art of printing and of publishing newspapers, the Chinaman Gon-Chung, it is claimed, discovered a method of making types out of silver and lead, which were used in printing early volumes of the *King-Bao*.

SWITZERLAND.

AT a recent revision of the Swiss printers' wage-scale, the choice was left to the employers, within three years, to either pay a general advance of 2 francs (40 cents) per week in wages, or grant an hour's shortening of the weekly working time. The employers have now concluded to adopt the shortened work-week, to be fifty-two (now fifty-three) hours, beginning with January 1, 1916.

ITALY.

THE printing-trade school at Florence will in future receive pecuniary aid from both the city and the chamber of commerce.

A TYPOGRAPHIC museum will be established next year at Turin, in commemoration of the death of Bodoni, the celebrated Italian printer, which occurred November 29 (or 30?), 1813. This will be the first of such institutions in Italy. A number of the graphic arts exhibits of the late Turin International Exposition will be turned over to the new museum.

SWEDEN.

A REMARKABLE increase is noted in the number of printing-offices in this country during the past few years —and from it also comes a reckless and unhealthy competition. While there were in 1907 but sixty offices in Stockholm there are now one hundred and twenty-five.

HOLLAND.

AN international graphic-arts exposition will be held next year in the Palace of Industry, at Amsterdam.

ANSWERED AT LAST.

A Swede was being examined in a case in a Minnesota town where the defendant was accused of breaking a plate-glass window with a large stone. He was pressed to tell how big the stone was, but he could not explain.

"Was it as big as my fist?" asked the nervous judge, who had taken over the examination from the lawyers in the hope of getting some results.

"It ban bigger," the Swede replied.

"Was it as big as my two fists?"

"It ban bigger."

"Was it as big as my head?"

"It ban about as long, but not so thick!" replied the Swede amid the laughter of the court.— *Saturday Evening Post.*

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXV.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

SPACING — *(Continued).*

When using colons, semicolons, interrogation-points and exclamation-points which are cast on thin bodies, always put a thin space between them and the text matter. In ordinary spaced lines these points are followed by en quads — this varying, of course, in lines that are wide-spaced or close-spaced. Also, if the em dashes are cast flush at the ends one should put a thin space on each side.

Our Lithographing Establishment is the Largest and Best Equipped in the State.

Our Lithographing Establishment is the Largest and Best Equipped in the State.

Our Lithographing Establishment is the Largest and Best Equipped in the State.

FIG. 116.— Lines of nearly an equal length should either be spaced to the same measure or rearranged to show a more noticeable difference.

The object of spacing is to produce legibility, and one can not get the most legible results if he crowds the points.

Grand Watch Sale

Grand Watch Sale

FIG. 117.—Avoid placing more space between words than is in side margins.

They must not appear to be jammed against the words which precede them.

Carrying this thought further, let us take up the quotation-marks. These should never be allowed to interfere with ascending elements. If they precede or follow an ascending element, insert a thin space, except where a comma or period makes it unnecessary, as "hand over hand." This rule will apply in all cases where the marks appear crowded.

Avoid lines of nearly an equal width. In straight composition, the words in break-lines of paragraphs should be spaced to full measure where they extend to within less than an em quad of a full line, and in displaywork such lines should either be spaced to the same measure or rearranged to show a more noticeable difference. This is better explained in Fig. 116.

In ad.-work especially, one often sees more space placed between words of display lines than is in the side margins. This has a tendency to give the line or lines a broken-up, disconnected appearance, and in such cases the words should be letter-spaced or the space between them decreased. This point is explained in Fig. 117.

LETTER-SPACING.

Letters combined into words form unequal areas of space between them, and in letter-spacing the idea is to equalize these areas as far as possible. As an illustration

LAPLAND

FIG. 118.— Illustrating *areas* of space between letters.

of what is meant by *areas* of space, see Fig. 118. They are indicated in solid black, and one can readily see the variations. In letter-spacing this word some printers would place equal spaces between the letters, but this is wrong: the *areas* should be equalized, as is shown in Fig. 119. At the top no spaces have been placed between letters. In the center the same space has been placed throughout, giving as bad an effect as in the top word. At the bottom the areas have been considered.

Too wide letter-spacing should be avoided as much as possible, but if this is done to fill a certain measure, then the best plan is to place rules above and below as shown in Fig. 120. The rules seem to hold the letters together, producing greater legibility.

Condensed type is not as legible as type of an ordinary width, therefore one should avoid using condensed type if it is necessary to widely letter-space it.

Letter-spacing on one side of a line and not on the other should always be avoided. A proper consideration of the

areas of space between letters will determine the best positions for hair spaces throughout the line, and in that way a more even tone is preserved.

SPACING OF BLACK LETTER.

Letters, words and lines of black letter should be kept close together. These characters were primarily designed

LAPLAND
LAPLAND
LAPLAND

Fig. 119.— In letter-spacing a word the *areas* of space should be equalized as far as possible. Note the improved appearance of the third line over the first and second.

to save space, and they will not stand the same spacing as will the same sizes of roman or italic. Their rich, black, even-toned effect must be preserved, and this by thin lead-

P R O G R A M M E

P R O G R A M M E

Fig. 120.— In widely letter-spaced words or lines, rules placed above and below will hold the letters together.

ing between lines, if leading is necessary; avoiding letter-spacing; and thin spacing between words instead of using the usual three-em spaces.

The button machine was broken

The book store was closed for repairs

Fig. 121.— Letter-spacing of black letter should be avoided.

Note in Fig. 121 how the first line of black letter seems broken up and " spotty," and how much more pleasing it is in the second line.

LEADING.

The tone or color of a printed page is a most important item. Body type is usually designed to present the best appearance when the type is set solid, and the placing of more than one lead between lines has a tendency to separate them into bands of color across the page instead of keeping an even tone. Especially do the more modern type-faces with the high ascenders give displeasing effects when widely leaded.

The leading out of lines of capital letters is important, as these characters are full-bodied. If set solid they usually appear crowded, as can be seen in Fig. 122. When the lines are opened up they are more easily read.

Little can be said in regard to leading, as it all depends on the style of type used, the spacing between words, and

THERE IS A BIG DEMAND FOR
OVERCOATS AT THIS TIME OF
THE YEAR. THIS WILL BE ONE

THERE IS A BIG DEMAND FOR
OVERCOATS AT THIS TIME OF
THE YEAR. THIS WILL BE ONE

Fig. 122.— Lines of capitals should be leaded.

whether the lines are in capitals or lower-case letters. Remember, however, that legibility and an even tone should always be preserved.

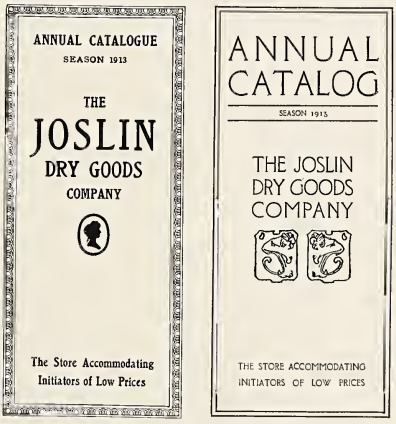
* * *

THE DENVER MONTHLY CONTEST.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First Place — Frank Lindquist, with the Smith-Brooks Printing Company.

Second Place — Norman P. Geyer, same company.



FRANK LINDQUIST, First Place.

NORMAN P. GEYER, Second Place.

Prize-winning designs submitted in the Denver (Colo.) Typographical Union's last monthly contest, held for its apprentice members.

Third Place — R. F. Street, with the Western Newspaper Union.

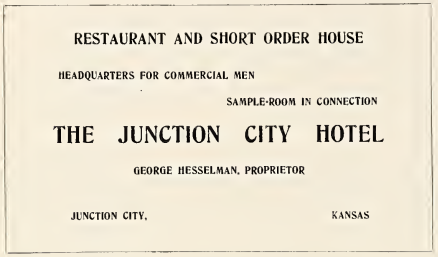
Herewith is reproduced the first and second place entries, and we congratulate the winners on turning in such creditable specimens. These designs are excellent examples of tone harmony, and could hardly be improved upon.

What's the Matter With the Job?

Herewith is reproduced a very poor business-card. To the apprentice sending in the best written criticism of this design THE INLAND PRINTER will give a choice of the following books:

"The Typography of Advertisements," by F. J. Trezise; "Letters and Letter Construction," by F. J. Trezise; "Correct Composition," by Theo. Low De Vinne; "Modern Book Composition," by Theo. Low De Vinne. Or —

A complete set of six INLAND PRINTER specimen-books showing specimens, in one and two colors and on colored


RESTAURANT AND SHORT ORDER HOUSE

HEADQUARTERS FOR COMMERCIAL MEN

SAMPLE-ROOM IN CONNECTION

THE JUNCTION CITY HOTEL

GEORGE HESSELMAN, PROPRIETOR

JUNCTION CITY, KANSAS

papers, of bill-heads, cover and title pages, envelope corner-cards, letter-heads, cards and tickets and menus and programs. Or —

A six months' subscription to THE INLAND PRINTER.

Criticism should not exceed five hundred words and should be written in ink, or typewritten, as neatly as possible.

Address letters to "The Apprentice Printers' Technical Club," 624-632 South Sherman street, Chicago, Illinois.

The contest closes January 1, 1913.

"B. L. T." PICKUPS.

MAYBE YOU'VE SEEN HER.

For sale: A three-horned lady's side saddle. Eight dollars.— *Glencoe Record.*

A SOBER AND EXPERIENCED MAN
HE ROSE THE MORROW MORN.

A sober and experienced married man wants position on farm for the year. Good milker. Address G 7, State Journal.— *Wisconsin State Journal.*

FULLY EQUIPPED.

Peter A. Peterson, who has a claim out in the Jarboe neighborhood, returned last week from Omaha, where he took unto himself a wife. He purchased ten head of milk cows and brought them back with him, and will go into stock-raising right.— *Mallette County (S. D.) News.*

LEAD POISONING?

The immediate cause of death
was conradyKWkHhel-1, ?ja. . ie I
— *Toledo News-Bee.*

SUCH AS READING POETRY.

For Rent — Gentleman will rent extra unfurnished rooms in a new apartment, at great reduction, to a refined couple, in return for slight services rendered by the lady.— *Caldwell (N. J.) Progressive.*

CARD OF THANKS.

Mr. and Mrs. W. N. Cone wish to sincerely thank all the kind friends who worked so hard to save our property from destruction by fire last Thursday at our house, and hope to be able to return the favor to each and every one in the near future.— *Hartford (Mich.) Day Spring.*

SAVE US NEXT WEEK'S PAPER.

The wedding of Harry Bahr and Miss Eva Christopher will occur this week. More particulars next week.— *Waterloo Reporter.*

A PAIR, POSSIBLY.

Wanted to Rent —A four-room house or flat. Modern. Couple of two. Address S. T. A.—*Dubuque Times-Journal.*

A NEW-SCHOOL GRADUATE.

"DR. ½!;':':? was the attending physician."—*Davenport Democrat.*

A graduate of the Etaoin and Shrdlu medical schools.

WILL STAND WITHOUT HITCHING.

Wanted — By civil service officer's widow, post as housekeeper; can sew (pianist) and thoroughly domesticated.— *Vancouver World.*

WHY DIDN'T SHE MAKE A COPY OF IT FIRST?

There is a recipe for canning sweet corn on the ear. I have bought it and eaten it and found it good, but do not know how it is done. S. E. H.— *Marion Harland's Pew.*

STUNG!

Personal — Been married six months; nuf ced; 6 rooms of furniture, including piano, for sale cheap. 718 W. 12th st. — *Loz Onglaze Times.*

VALUABLE ADVICE.

Don't throw out dead poultry in incorporated towns or in other objectionable places.— *Live Poultry Transportation Company.*

SOME WAD.

Miss Del G. Ashley was confined to her home Wednesday, owing to a lame foot, caused by her pocketbook falling on the same.— *Ottawa Fair Dealer.*

TRIPLE READING TRICK.

"Here's a word to kick aroun',
Backward, forward, upside down.
'NOON.'
'Twill read the same whate'er you do.
And I am willing to wager you
No other word in the English dic.
Can do this triple reading trick.
Of course the letters O and I
We must except — so pass them by."
— *C. L. O.*

THE MAIDEN WHEEZE.

Mrs. P——, of Flatbush (Brooklyn), has a small daughter. One morning Mrs. P., having had no reaction from a cold bath, took a tablespoonful of whisky. Small daughter, running in shortly afterward, asked to have hair-ribbon tied. Mrs. P. reached over and tied the ribbon. Small daughter turned around sharply and said: "Why, mother, you've been using father's perfume." — *Contributed by a New York Patient.*

GEOGRAPHICAL NOTE.

For Sale — 320 acres; a choice Illinois farm in Indiana.— *Chicago Tribune.*

A GRUNT OF APPRECIATION.

Watermelons are getting so plenty around Obar that farmers are feeding them to the hogs. We had several this week.— *Obar (N. M.) Progress.*

— *Line-o'-type or Two, Chicago Tribune.*

RECITAL

UNDER THE DIRECTION OF

CHARLES EDGAR HUBACH



BOWERSOCK THEATER
MONDAY EVENING
APRIL 23

OLD *and* NEW

THIRTY-NINTH SEASON
1912-13—LAWRENCE, KANSAS

Cover-designs by J. L. Frazier, Lawrence, Kansas.
(See Job Composition Department.)

CURRENT EVENT CLUB

LAWRENCE, KANSAS,—1912-1913



SMOKER

IN HONOR OF THE UNIVERSITY "K" MEN GIVEN BY THE STUDENT BODY

TICKETS : : ONE DOLLAR





The JUNIOR PROM

FRIDAY, MAY 21

Messervey Hall on the University Campus

Mr. _____ *and Lady*

FOOTBALL

TICKETS 50c



HASKELL *vs.* WENTWORTH

Saturday, Oct. 19

Designs by J. L. Frazier, Lawrence, Kansas.
(See Job Composition Department.)

GOOD BUSINESS PRINTING

ARTISTIC AND INTERESTING SPECIMENS OF A HIGH CLASS PRODUCT





PRODUCED BY
THE WORLD COMPANY
LAWRENCE, KANSAS

J. O. LOVEJOY, *Real Estate & Exchange*

OFFICE: 743 MASS. STREET
BELL TELEPHONE NO. 371

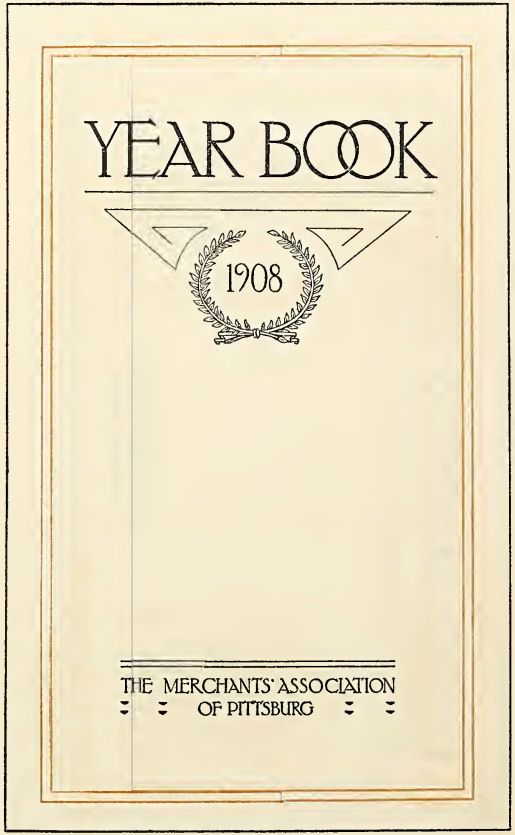


LOCAL AGENT FOR TEXAS
AND LOUISIANA OIL CO.

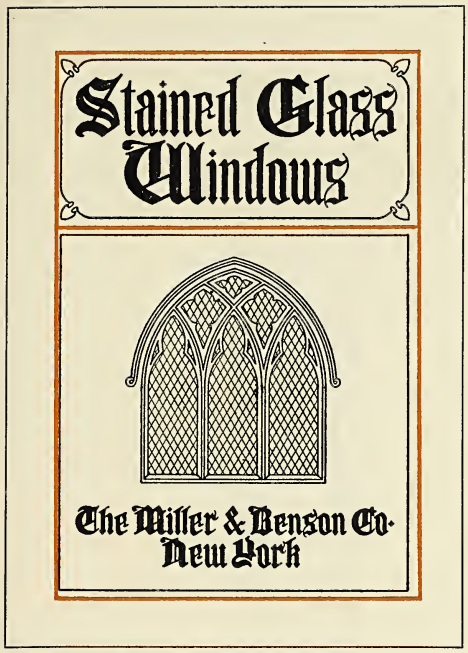
LAWRENCE, KANSAS,

Designs by J. L. Frazier, Lawrence, Kansas.
(See Job Composition Department.)

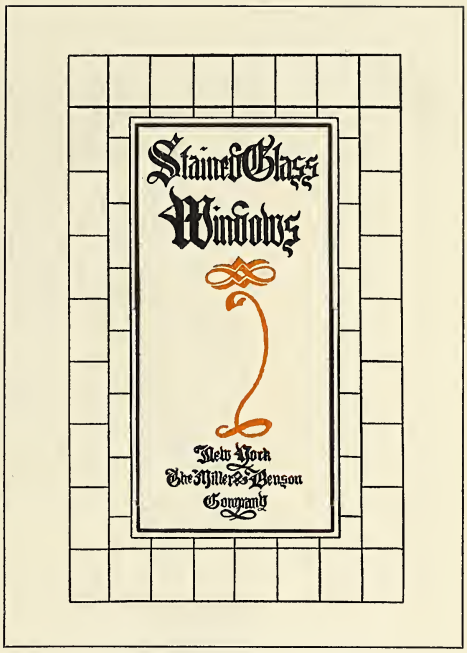




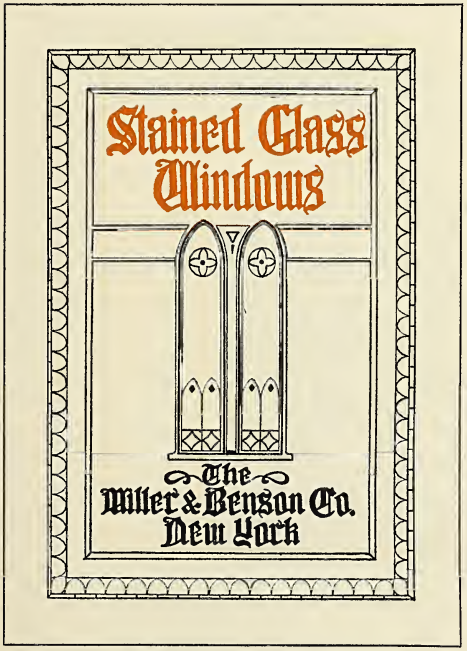
Cover and title-page by Norman Waters, an I. T. U. student.



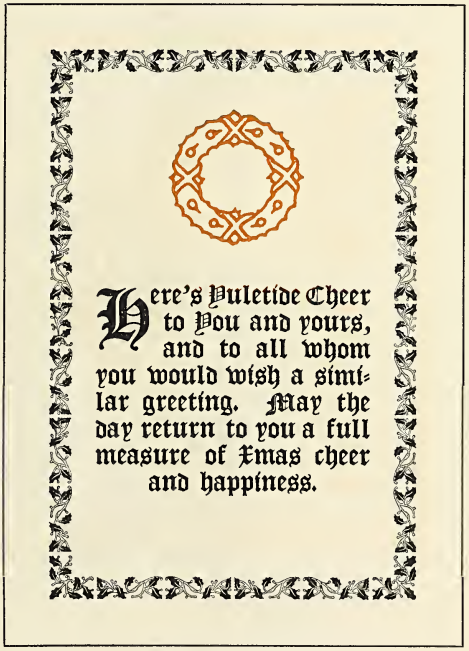
By Fred A. White, an I. T. U. student.



By Mark Thompson, an I. T. U. student.



By E. Hamm, an I. T. U. student.



Suggestion for a greeting.



A striking cover-page.

Frank Johnson
Printshop

60 Wilmington Avenue
Williamstown
Ohio

THE CHATTANOOGA
PORTRAIT COMPANY

Photos and Oil Portraits a Specialty

CHATTANOOGA · · TENNESSEE

JOHN S. SMITH
DEALER IN
HONEY
9 MONTROSE AVENUE
CHICAGO, ILL.

After 5 days return to
H. JOHNSON
STANFORD, PA.

PITTSBURG ART CO.
WALL PAPER
& CARPETS
WELLINGTON AVENUE
CHICAGO, ILL

SAMUEL SULLIVAN ∴ BOOKBINDER
FINE BINDINGS FOR PRIVATE LIBRARIES AND EXHIBITIONS. GENERAL EDITION WORK
449 WENTWORTH AVENUE ∴ SAN FRANCISCO CALIFORNIA

Fred W. Williams
Decorator

3032 Dearborn Boulevard
Duluth, Minn.

Suggestions for envelope corner-cards.

Greeting

My thoughts go to you, my friend, this happy Christmas time, wishing you joy in all your deeds and days, wishing you time for the task, wisdom for the work, peace for the pathway, friends for the fireside, and love for the home

Markham

Suggestion for a greeting page.

JOB COMPOSITION

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

J. L. Frazier.

Some boys intentionally take up the printing business and learn the trade. Some boys just drift into it. J. L. Frazier, of Lawrence, Kansas, came into it by neither of these routes. Nothing so prosaic as that for him. He was *chased* in.



J. L. FRAZIER.

A few years ago, when Frazier, then a boy of twelve, was attending school at Quenemo, Kansas, he was what is ordinarily known as a "runt"—small for his age and eligible as a punching-bag for the larger boys. His trips from school to home were made in marathon time at the head of a mob. One day the mob, closing in on him rather rapidly, drove him for shelter into the nearest doorway—and he found himself in the office of the *Republican*. The editor, evidently sorry for him, offered him a dollar a week to sweep out the office mornings before school, make himself generally useful evenings after school on days other than press day—Thursday—and on press days ink the antiquated Washington hand press on which the edition was printed. He was to be given a case, and in his spare time was to learn to set type. It looked good to him. That dollar a week looked like a Ferris wheel, and the office offered to the boy a safe and accessible place of refuge from his pursuing "enemies."

None other than "Muskogee Red," the tourist printer, famous throughout the West and South for the number of his own obituaries which he carries about in his vest pocket, was the first printer he knew. "Muskogee" has been reported killed under the wheels of fast-moving freight trains a dozen times, and his mangled body has been buried in a dozen cemeteries, but he always comes back in the flesh. This last and most famous of the old-time tourists taught Frazier the case.

When Frazier was seventeen years old, and had caught up a little as regards size, a group of local politicians started another paper and hired him to run it at the munificent salary of five dollars a week. It was during the summer vacation, and he had plenty of time to devote to the business. He was editor, foreman, pressman, janitor, *et al.* He was proud, too, for did not the papers far and wide herald him as the youngest editor in the land? He dreamed of Horace Greeleys, Brisbanes, etc. He was, however, absorbing typographical knowledge and becoming a "swift" on straight matter.

At the age of eighteen he graduated from the high school and went to Baldwin, Kansas, the seat of Baker University, where he studied for two years, paying his way by working afternoons in the office of the local newspaper. The shop was in charge of a first-class printer, and Frazier learned more about printing than he did about trigonometry and the other studies be pursued at the university.

After two years spent at Baldwin he secured a position at Pittsburg, Kansas. This, however, proved to be too far away from Quenemo, his home town, and at the end of three months he took a situation on the *Daily Republic*, at Ottawa, from which place he could get to Quenemo on Saturday nights—the object being to see "his girl." This led to the one inevitable result—a wedding ceremony.

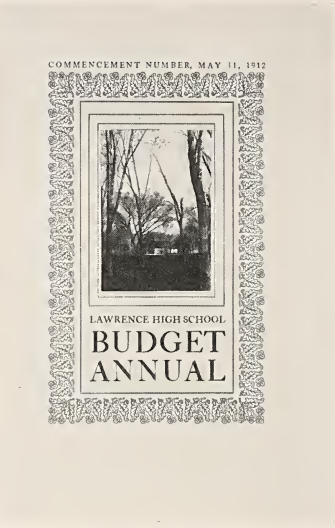
After leaving Ottawa, he ran a paper for a stock company at Herrington, and after eighteen months of this he went to Lawrence, Kansas, where he has since remained.

Soon after going to Lawrence he got out a job which was particularly pleasing to both his employer and the customer. They complimented him, and he liked it. He wanted more. He made up his mind that there was more to the printing business than mere typesetting and resolved to become one of the top-notchers. He says:

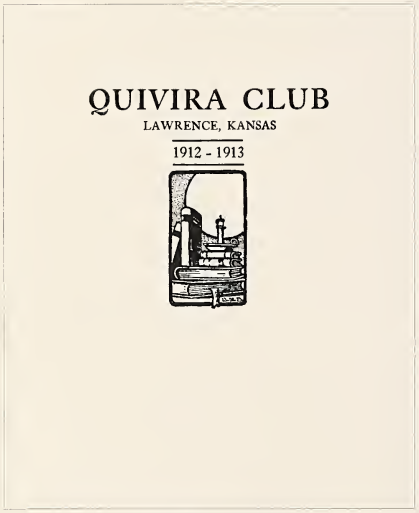
"The idea that there was a reason for this and a reason for that never dawned upon me. If a job 'looked' right it



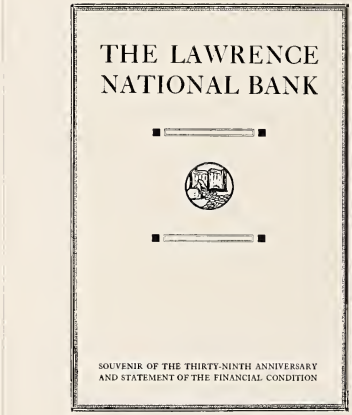
An attractive manner of using panels.



One of Frazier's cover-designs.



A pleasing cover-page.

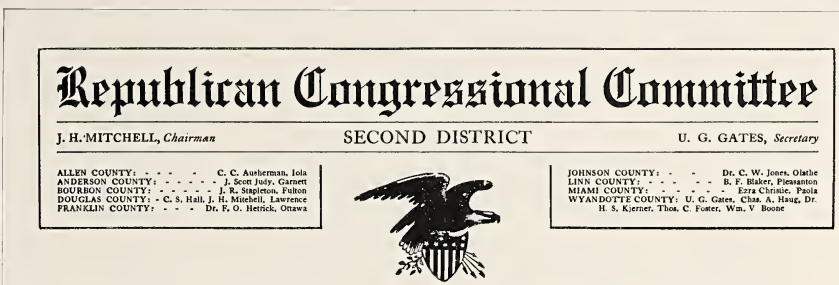


Well arranged and appropriate in treatment.

must be right, I thought, and I groped about in a maelstrom of guesswork, just as thousands of printers are doing to-day. I remembered having seen an INLAND PRINTER while I was at Ottawa, and so one day about three years ago I went to a news-stand and bought a copy, took it home and *studied* it. I did not merely read it. I studied it as faithfully as I studied my text-books at school, upon which I was sure to be examined. I continued to study it every month. THE INLAND PRINTER paved the way, and soon I had other magazines and books upon the subject, all of which I studied faithfully."

This added interest in, and knowledge of, the trade has brought Frazier something more than mere ambition, however. It has brought him promotion from the position of compositor to that of foreman, together with several substantial increases in wages, during the past three years. He is now paid several dollars more weekly than any of his predecessors.

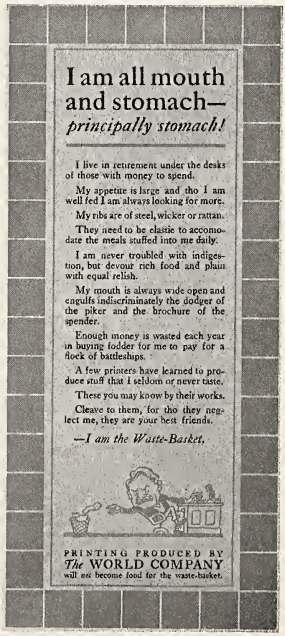
The *Journal-World*, in the composing-room of which Frazier is foreman, has a circulation of five thousand daily, which is unusual in a town of only fourteen thousand. Seventeen are employed in the department of which Frazier has charge. A general line of jobwork is done, in addition to the geting out of the paper — which is one of the State's live, up-to-date dailies.



An excellent letter-head by Frazier.



One of Frazier's striking designs.



An interesting treatment of a blotter.

Frazier's hobby, aside from printing, is baseball. In Lawrence there is a local league called the "Twilight League," for the reason that the games begin at 5:30 and

wind up at dark. The printers have a team in this league, and Frazier is the pitcher.

Regarding his ideas as to typographical design, Frazier says:

"I strive for simplicity in my typographical arrangements, but I think simplicity, as well as ornamentation, can be carried to an extreme. The nature of most work deserves severe, dignified treatment, but in some work the element of novelty is not only permissible, but desirable. Though perhaps not so pretty typographically, I prefer the baseball teams. The former well-known Mr. Jeffries appeared to be possessed of superhuman strength up to the moment when he encountered a fighter who was able to subdue him. Then the former champion suddenly seemed to be about as weak as the proverbial kitten. He may have been just as strong as he had ever been, but the mere fact that he was being mastered made him look weak.

When a baseball team is winning it looks invincible. When the same team is losing it appears to be weak. When a man is successful in business his sagacity, his



This illustration shows a crowd getting returns of the annual Kansas-Nebraska football game, the ladderlike affair being a miniature football field, on which the plays are shown. Frazier is foreman in the *Journal-World* office.

novel treatment where it is permissible, inasmuch as its very difference will attract more attention and thus be of more value. The design by J. Edwin Bell, on page 68 of the October INLAND PRINTER, illustrates the point I am trying to make. That piece of work could have been handled in a manner perfect typographically and yet not been half so effective, nor one-tenth so appropriate."

The quality of Frazier's work is not unknown to our readers. From time to time reproductions have been made of his designs. Other examples are shown herewith, and the typographical insert in this issue contains specimens of his design.

STRENGTH.

A little while ago Turkey was regarded as a strong power — strong, that is, in comparison with such states as Bulgaria, Servia and Greece. When Italy began to administer defeats to Turkey people were surprised at the apparent weakness of the Ottoman Empire. Since the beginning of the Balkan War Turkey's weakness has become almost pitiable. It seems now as if even Portugal or Belgium might easily have vanquished Turkey had either of those countries been drawn into a war with the wretched nation over which the Sultan has held dominion.

An army that is being whipped looks weak and a nation that is being overcome seems to have no strength. Nations and armies are in a sense like prize-fighters and strength and his ability to overcome opposition appear to be marvelous. When he begins to meet with failure his weakness, his lack of judgment and his want of resourcefulness are likely to seem deplorable. Strength and weakness alike are the result of luck and of circumstance. Neither a man nor a nation can seem to be strong without, at the same time, being successful.

Unless you gain the end you seek
And strive beneath a lucky star,
The ones who watch will deem you weak,
It matters not how strong you are.

You may be frail, but what of that?
Let Fortune cheer you with success,
And those who watch will marvel at
The strength and wisdom you possess.

— *S. E. Kiser, in Chicago Record-Herald.*

OVER THE COUNTER.

On a business trip to the city a farmer decided to take home to his wife a Christmas present of a shirt-waist. Going into a store and being directed to the waist department, he asked the lady clerk to show him some.

"What bust?" asked she.

The farmer looked around quickly and answered: "I don't know; I didn't hear anything." — *Ladies' Home Journal.*

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

SPECIMENS from J. W. Archibald, Salem, Ohio, are nicely designed and printed, a business card being especially good.

R. B. MAPES, Saco, Maine.— The card is very interesting in arrangement, and your handling of the rule panels is excellent.

COMMERCIAL specimens from Eric Peterson, Fort Wayne, Indiana, show a strict adherence to the principles of good design and a careful regard for correctness of detail. They offer no opportunity for criticism.



A striking folder by the Meyer-Rotier Company, Milwaukee, Wisconsin.

THE Thompson Press, Owasso, Michigan.— Both the blotter and invoice are nicely gotten up, and we have no criticism to offer regarding them.

AMONG the producers of printing of quality none stands higher than the Meyer-Rotier Printing Company, of Milwaukee. In all of the successive steps incident to the production of good work — from the conception to the completion — the printing which comes from this company shows the most painstaking care. The designs are original and striking, and the mechanical work is of a high standard. We show herewith some reproductions, from which may be gained an idea of the excellence of design which is found throughout the work.

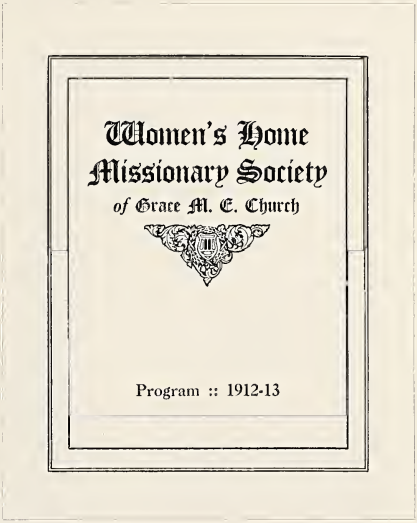
P. D. CREW, Creighton, Nebraska.— The cover-page is nicely arranged. We would suggest, however, that you avoid wide spacing when using the text letters.

INVITATIONS to the opening of the new home of Wells & Company, Chicago, are nicely gotten up on hand-made paper, with illustrations from half-tones tipped on.

THE September issue of *Byck's Broadside*, published by the M. S. & D. A. Byck Company, at Savannah, Georgia, contains much interesting matter excellently presented.

A PORTFOLIO of printing from the house of Coquemer, Paris, France, contains some most interesting and attractive work. The cover of the portfolio is exceptionally striking.

A PACKAGE of commercial specimens from H. Nidermaier, Youngstown, Ohio, contains a number of interesting designs, carefully worked

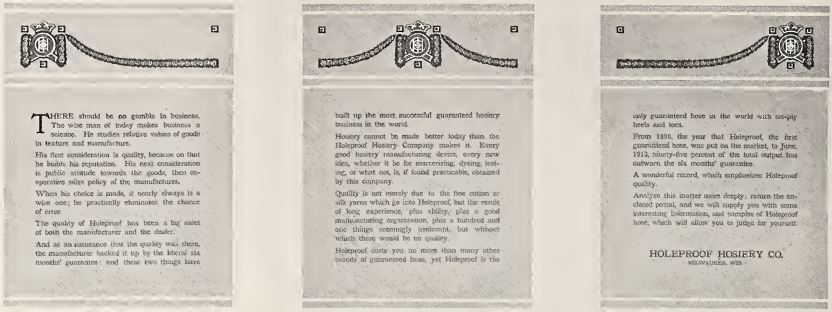


Attractive page by Henry Nidermaier, Youngstown, Ohio.

out. All of them are simple in arrangement. We show herewith a reproduction of one of the designs.

M. E. MILLER, Fairmont, West Virginia.— Your specimens offer no opportunity for criticism, as they are all excellent. The menu for the Roush House is unusually pleasing.

FROM the International Silver Company, Meriden, Connecticut, we have received a portfolio containing mounted proofs of a number of full-



Attractive designs by the Meyer-Rotier Company, Milwaukee, Wisconsin.

page color advertisements now being run by that company in the leading magazines. The advertisements are unusually well gotten up and have attracted much attention.

RECENT specimens from H. Emmet Green, El Dorado, Kansas, are exceptionally well designed and printed, and show throughout a painstaking regard for correctness of detail.

FRANK J. WOLF, Denver, Colorado.— The booklet is gotten up in an exceptionally pleasing manner, and we find nothing whatever to criticize. The selection of colors is excellent.

FRANK M. WALLER, Tacoma, Washington.— The specimens are very attractive, and we would especially congratulate you upon the excellent color combinations which characterize the work.

A. E. MOWRY, Franklin, Pennsylvania.— The specimens are all well designed and printed. We would consider that the full-page advertisements were set in an unusually short space of time.

CHARLES S. BAUR, New York.— The circular "Driving It Home" is very attractive in design and forceful in its presentation of the subject. The typography on the inner pages is exceptionally good.

FROM the Larew Printing Company, Knoxville, Tennessee, we have received some attractive examples of advertising literature gotten out for the holiday trade. They are attractive in design and color.

HARRY BRAUN, Chicago, Ill.— The corner-card design is altogether too "fancy" — contains too much decorative material. It is a difficult matter to bring together so many different styles of decoration and still keep the work harmonious. Omitting all of the decoration underneath the initial would improve the design.

BUNKER PRINTING COMPANY, Kansas City, Missouri.— The light blue tint which you have used is a trifle weak for the initial letters. Either a heavier letter should be used or the color strengthened a trifle.

H. B. ANWAY, Chicago.— The use of a better grade of stock would greatly improve the appearance of your paper, and we would suggest that you avoid too many different type-faces in your display matter.

T. A. HUSSION, JR., Galveston, Texas.— The souvenir menu and program is very nicely gotten up, and with the exception of the manner in which some of the half-tones are printed we find nothing to criticize.

A PACKAGE of commercial specimens from James R. Mahon, Davenport, Iowa, contains some excellent work in black and colors. The designs are well arranged, and the color combinations harmonious and pleasing.

A PACKAGE of commercial printing from the Northrup Printing Works, Ellicottville, New York, contains some excellent designs. The typography is neat and tasty, and the color combinations, stock and presswork are very satisfactory, indeed.

PERHAPS the most striking specimen in a recent package of work from the Corday & Gross Company, Cleveland, Ohio, is a catalogue for the American Locomotive Company, of New York. It is printed in colors on heavy antique stock and illustrated with line drawings. We show herewith reproductions of some of the pages.




The Colonial Limousine



Pages from a catalogue by the Corday & Gross Company, Cleveland, Ohio.

From Calkins & Holden, New York, we have received a copy of an interesting booklet gotten out for the Yale & Towne Manufacturing Company, and entitled "The Quiet Life." It is an excellent piece of work.

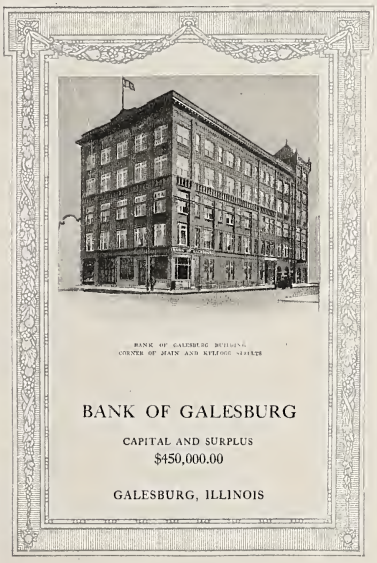
A circular and a business-card from Gurnell C. Green, London, England, are attractively gotten up, both as regards design and color. The card, which is in gray and brown on white stock, is exceptionally pleasing.

In a booklet entitled "The Truth About Printing Costs," W. Pierce Chilton, president of the Paragon Press, Montgomery, Alabama, presents many interesting points regarding estimating. The booklet is nicely printed.

From the Stearns, Howard & Campbell Company, Chicago, designers and makers of advertising specialties, we have received a number of examples of hot-die embossing. The designing is excellent and the embossing is exceptionally well done.

A package of printing from Clark & Fritts, New York city, contains excellent specimens of high-grade work. The designs, most of them in simple arrangements of old-style roman, are pleasing, the presswork is good, and the stock and colors have been chosen with care.

Seth Winquist, Monrovia, California.— Too many different typefaces in each job spoils the appearance of the cards. One series is sufficient for the average piece of work. The ornaments which you have used are not in keeping with the nature of the business represented.



Handsome page by the Wagoner Printing Company, Galesburg, Illinois.

Wagoner Printing Company, Galesburg, Illinois.— Both of the specimens are excellent and neither of them calls for criticism. We show herewith a reproduction of the title-page of the bank booklet.

From the Hays Advertising Agency, Burlington, Vermont, we have received a copy of an elaborate catalogue gotten out for Boutwell, Milne & Varnum Company, of Barre, Vermont. It is printed throughout in two colors and is fully illustrated. The cover is embossed in colors.

N. L. Wales, Bad Axe, Michigan.— While the letter-head design is quite satisfactory, there are one or two points to which we would call your attention. The decoration used is rather heavy and strong, and overshadows, to a certain extent, the type-matter. It would be better if printed in a weaker color. The initials in the main line do not exactly line with the balance of the letters.

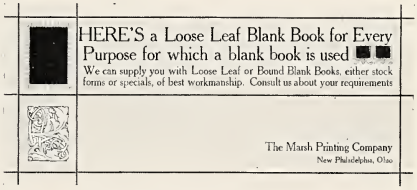
The Robert Smith Printing Company, of Lansing, Michigan, has just issued an attractive booklet descriptive of its plant and products. The booklet is entitled "A Modern Printery," and judging by its quality the



Title-page of a booklet by the Robert Smith Printing Company, Lansing, Michigan.

title is thoroughly appropriate. We show herewith a reproduction of the title-page, the original of which is in colors on white stock.

A package of commercial printing from J. F. Tucker, New Philadelphia, Ohio, contains some most excellent designs in black and colors.





Blotter designs by J. F. Tucker, New Philadelphia, Ohio.

Among the most interesting are some blotter arrangements, two of which we show herewith.

Page Printing & Binding Company, Sherbrooke, Quebec.— The specimens are well designed and printed. Inasmuch as the tint on the folder



Pages from a handsome booklet by the Union Bank Note Company, Kansas City, Missouri.

is rather light, the use of slightly heavier rules for underscoring the words on the first page of the folder would give a more pleasing appearance.

We show herewith a reproduction of an interesting booklet title-page, by R. J. McAnally, Omaha, Nebraska. The original is printed in brown on india-tint cloth-finished stock.

New Era Publishing Company, Warrenton, North Carolina.— Too many heavy rules spoil the appearance of the posters. They overshadow and detract from the forcefulness of the text. If your equipment warrants, we would suggest that you use fewer type-faces in the display matter.

From E. R. Alexander, principal of the Polytechnic School of Letterpress Printing, London, England, we have received a copy of the *Polytechnic Typographia*. This is gotten out annually, and consists of a showing of the work of students in the various departments. The designs are carefully worked out and the color combinations are well chosen.

Massey-Harris Company, Ltd., Toronto, Ontario.— While the covers of the catalogues are very satisfactory the printing on the inner pages is far from pleasing. This is especially true of the title-page in the plow catalogue, and a resetting of this page, eliminating the heavy extended type and substituting a plain rule border for the paneled one, would be an improvement.

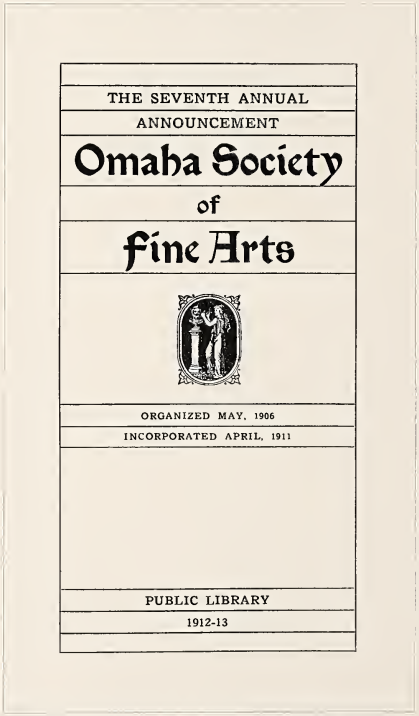
Among the excellent examples of high-grade printing in a recent package from William B. Brown, with the Union Bank Note Company, of Kansas City, Missouri, is a booklet for the Interstate National Bank, also of Kansas City. In arrangement and colors the booklet is one of the most pleasing that has come to the notice of this department in some time. We show herewith reproductions of some of the pages.

From Lee Anderson, advertising manager of the Chalmers Motor Company, Detroit, Michigan, we have received a copy of the Chalmers catalogue for 1913. A noticeable feature of this piece of work is the fact that it is illustrated throughout with original woodcuts. This makes possible the use of an antique stock which adds much to the appearance of the text-matter. The work is a credit to the Peninsular Engraving Company, of Detroit, by whom it was produced.

D. W. Bryant, Newport, Arkansas.—A striving for originality, even at the expense of good design, characterizes the title-pages which you have submitted. While original designs are greatly to be desired in display printing, a plain ordinary arrangement which conforms to the underlying principles of good typography is preferable to the original conception which violates good taste. A careful study of simple title-page designs will do much toward improving your work.

We are in receipt of a copy of the initial number of *The Proof*, issued by the Engravers' Association of Pittsburgh. It is in the shape of a handsome booklet containing examples of high-class platemaking and printing in colors, and its object is to prevail upon the merchants of Pittsburgh to keep their engraving and printing at home, the examples showing what can be done there. *The Proof* is to be issued every three months, and we shall await with interest the coming numbers.

A booklet entitled "Suggestions on Store Lighting," from the publicity department of the National Quality Lamp Division of the General Electric Company, Cleveland, Ohio, is nicely gotten up. If the wide border of diagonal lines which surrounds the pages had been printed in a lighter tint the effect would have been more pleasing. A solid band of color around a page may be fairly strong in tone, but when the border is broken up into large spots the latter form too great an attraction for the eye if printed in a strong tone.



Interesting arrangement by R. J. McAnally, Omaha, Nebraska.

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

The reports of the officers of the Mergenthaler Linotype Company, made to the board of directors at the annual meeting of the stockholders of the company held in New York city on October 16, 1912, show assets of $19,822,157.93, capital stock of $12,798,400, and a surplus of $6,765,481.37. With the exception of an item of $223,099.20, the company is without debts of any kind except current bills. In the United States alone, during the past year, 530 new printing-offices adopted linotypes, while the new multiple-magazine machines are shown to be rapidly displacing older models. The report points out the fact that the Mergenthaler Linotype Company was one of the first to adopt the nine-hour day for employees of its factory, and later granted an eight-hour day when other plants still adhered to nine hours. The company contributes liberally to its employees' insurance funds and makes additional cash payments to the families of its deceased employees.

Slugs Stick.

A California operator writes: "I have had a good deal of trouble with machine stopping when ejector comes into contact with slug, failing to drive it through the knives, but rather digging into the slug and stalling there. Strangely, the slug itself seems to be perfect, with the exception noted, and the machine may run along for some time without any trouble, then several lines in succession will stick. For a while after that the slugs come out all right in perfect condition. Can you tell me the trouble?"

Answer.— Procure an eight-point ejector-blade and use it instead of the very thin blade now in the machine. The trouble will disappear at once. However, as you may have to wait before getting the blade, you can minimize the trouble by removing the mold, and, with crocus powder and oil, polish the cap and base and end of left and right liners. Clean off the crocus and then polish with graphite. This treatment will remove the tendency of slugs to stick.

Pot Adjustments.

A Michigan operator writes: "I am looking for information to remedy a trouble I am having on one of our machines. In making test for lock-up on the mold itself I can not get the mouthpiece to take impression below the holes. Above the holes it shows full and clear all the way across the mouthpiece. I do not lose time to any great extent, but have a big bunch of metal under the machine at the end of a day's run. Have put the pot back, brought it forward, increased the tension of pot-spring, but the result is practically the same—above the holes all right, and below just a hair-line if it shows at all. Crucible and mouthpiece are new, recently installed for head-letter equipment. Had the same trouble with old-style mouthpiece."

Answer.— To determine the cause of this condition you should first remove the pot-cover and liner and see if the crucible is seated firmly down in the jacket on the back end where the small lug is resting. Drive it down with a pig of metal until the surface of the crucible and jacket are even. See that the cap and base of the mold are uniform on the back. If they are not, the mouthpiece may have a stronger bearing against the cap than against the base of the mold. Test with ink after each operation. If the condition still prevails, the top showing a stronger contact than the lower edge, then you may turn out on the back pot-leg screws and in on the front screws. If this does not give the evenness of contact desired, you must resort to the smoothing up of the upper surface of the mouthpiece with a fine file.

Bruised Matrices.

An Indiana operator writes: "I am enclosing a matrix which you will notice is battered. Machine is a rebuilt Model 1, and has been running over a year. The whole font is damaged to some extent, but lower-case and em quads worse. Have a copper or brass front instead of glass, and think I'll replace it with glass front, but would like to have your opinion first."

Answer.— The matrix shows defects due to several different causes. The teeth are damaged from imperfect alignment between the first and the second elevator, or possibly between the distributor-box rails and the distributor-bar. Another point that may not align properly is the second-elevator bar and the distributor-box bar. The intermediate bar appears to be set too low, judging from the bruises on the matrix. The damage to the ears is due to impact with the top edge of the lower glass or its substitute. Fix it so that it has a slightly beveled top edge and it will remove one of the causes of bruised outside lower lugs. It is not necessary to use a glass plate. The damaged matrices should be dressed with a fine file. The back lower ear has been damaged from forcible contact with the matrix-buffer in the assembling elevator and with the partition plate in channel entrance. To minimize the first trouble, lessen the space between the chute-spring and the first assembler-guide. This will decrease the force of the matrices that pass these points. There is nothing to prevent the damage done by impact with partition plate. The remedy is to dress the bruised ears with a fine file, thus removing the burrs.

First-elevator Adjustments.

A correspondent writes: "(1) Under separate cover we are sending some slugs, the face of which appears to be chopped off on the bottom; one slug is knocked on one end of the line. We would like to know if you can help us overcome these defects. This does not happen to every slug, sometimes occurring on a dozen lines in a galley. The machine is a Model 3 and has been in use about twelve years. We have tried different things, but it still happens.

(2) Also have had some trouble with transpositions in words, the spacebands dropping in their proper places but the letters being transposed, sometimes three in the same line. We think we have chute-spring in its proper position, but that does not seem to remedy it. We have received much benefit from your advice in the Machine Composition columns of your paper, and trust that you will be able to help us out in these two matters."

Answer.—(1) The trouble you are having will no doubt disappear when you reset the down-stroke of the first elevator and tighten the left gibs of the elevator-slide. Proceed as follows: Assemble a line of matrices and send it into the first elevator. Be ready to push back the lever just as the second-justification lever rises the second time. Examine the space between the vise-cap and the back screw, and if you find more than one-sixty-fourth of an inch, turn down the screw until this space is secured. Then set the lock-nut and the trouble will be ended. If you find the elevator is loose in the gibs, set the left ones up a trifle — just enough to allow the elevator to move freely. (2) Transpositions of matrices may be caused by keyboard-cam pivots becoming dry and the cams slipping on the rolls when turning, or by the driving-belts being slack. The rolls themselves may need washing, and, if glazed, their surfaces should be roughened with sandpaper. Magazines and matrices must be clean to avoid transpositions.

Various Adjustments.

A linotype operator writes: "I am a reader of your valuable book and like it very much. I am working on a new Model 8 and am having a little trouble with it. (1) A peculiar thing about the metal-pot is that when I cast a slug nineteen ems twelve-point the plunger sticks in the well on its upward stroke. I have cleaned it and the plunger, too, but it seems to do no good. It can be worked up and down by hand easily. I noticed that when I pulled it up by hand it felt as if there was an air pressure underneath it. It can be pulled up slowly by hand without any effort. I notice, too, that on its downward stroke the metal seems to boil up. The plunger seems to be all right. The machine is only four months old. It works all right on a thirteen-em slug. (2) The clutch-leathers have not been changed on this machine, but it does not measure fifteen-thirty-seconds of an inch between the collar and machine bearing. Would you advise to decrease the leathers? When the line-delivery carriage is sent over, the controlling-lever gives a jump forward with a bang. (3) Kindly advise the best way to determine the forward throw of the mold-disk. (4) How often do the trimming-knives need sharpening? (5) Am sending you a matrix which is constantly wearing on the lower outside lug. Kindly give a remedy for same. (6) Am getting transpositions of the spacebands."

Answer.—(1) If the plunger sticks as readily as you state, remove it; then take out the metal until an inch of the well is exposed. Put in a small lump of tallow and a teaspoonful of graphite. While the plunger is out take it out of doors and brush it off with a wire brush. When it is clean put the plunger in the well and fill the pot to the proper height with metal and proceed to cast your twelve-point slugs. Note if the plunger sticks as it did before this treatment was given. If it does not, it suggests that you have not been giving the plunger and well proper attention. If it still sticks as before, the cause lies in the weakness of the clutch-spring. Take off the clutch-arm and remove the bushing on the end of the driving-shaft; take out the spring and stretch it about one inch. Replace the bushing. Before putting the clutch-arm on, clean the leather shoes with gasoline. Also clean the inside surface of pulley. Draw it off the shaft and see that it is not dry. Put oil in the pulley-cup and return all parts to place. Then try the machine. Quite likely it will not give any trouble. (2) Do not change the clutch spaces, as they can not be wrong after the short time the machine has been in service. (3) To test the forward stroke of mold-disk, proceed as follows: (*a*) Close left vise-jaw; (*b*) start machine and stop it just as the elevator has reached lowest point; (*c*) raise the first elevator a trifle and insert a folded strip of paper between the mold and left vise-jaw; (*d*) draw out controlling-lever and push it back when the disk advances on studs; (*e*) draw paper and note the freedom it has, or raise the elevator about ten inches and block it up and try your paper. In this position of the mold the paper should not be bound between mold and vise-jaw. If an adjustment is necessary, this is the position to have the machine in. The eccentric pin in the mold-slide lever may be raised or lowered as the case may require. (4) The back trimming-knife may be used for a long time before it requires resetting or regrinding if the machine attendant will see that the back mold-wiper is performing its proper function; that is, the wiper should keep the back of the mold free from adhering particles of metal. If it does not do this, it is the fault of the caretaker only. The wiper should be removed frequently and the felt cleaned with gasoline, and oil and graphite should be worked into it. The front knives may be used continuously for several years without regrinding. The usual cause for the nicks in the front trimming-knives is the carelessness of the operator changing ejector-blades or failure to change the right-hand knife and then allowing the cams to make a revolution without casting a slug. This brings the ejector against the right knife, which should have been moved out for a large-bodied slug. On your machine we can not see that the knives need sharpening for several years to come. (5) The matrix you refer to has been damaged by the rib in the mold-keeper. This no doubt came about by the operator sending a tight line into the vise-jaws. Quite naturally this should not be done. As a protection you should set the assembler-finger about one thin space less than the measure you are setting and see that no line is sent away that stops the star-wheel or causes it to vibrate violently. The bruise on the lower part of the front lug is due to impact with the upper edge of the lower assembler-glass or its substitute. Examine this part and see if it extends in too far. (6) If the transposition brings the spaceband ahead of the last letter in a word, it may be due to the points of the chute-spring being below horizontal. Bend them up a trifle.

Recent Patents on Composing Machinery.

Matrix Escapement.— W. Rodiger, Dresden-Blasewitz, and C. Muhleisen, Berlin, Germany, assignors to Mergenthaler Linotype Company, New York. Filed May 25, 1911. Issued October 15, 1912. No. 1,041,676.

Matrix for Composing and Casting Machine.— F. Schimmel, Nancy, France. Filed January 23, 1911. Issued October 22, 1912. No. 1,042,285.

Typesetting Device.— M. R. Parks, Roseburg, Oregon. Filed August 14, 1911. Issued October 22, 1912. No. 1,042,368.

Perforation Canceling Mechanism.—J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Co., Philadelphia, Pa. Filed February 13, 1911. Issued October 29, 1912. No. 1,042,382.

Matrix Stamping Machine.— F. H. Pierpont, Horley, England, assignor to Lanston Monotype Machine Co., Philadelphia, Pa. Filed April 22, 1910. Issued October 29, 1912. No. 1,042,475.

Spacing Mechanism.— F. H. Pierpont, Horley, England, assignor to Lanston Monotype Machine Co., Philadelphia, Pa. Filed April 14, 1911. Issued October 29, 1912. No. 1,042,476.

Type Aligning Mechanism.— O. V. Sigurdsson, New York city, assignor to Oddur Manufacturing Co., New York. Filed November 8, 1910. Issued November 5, 1912. No. 1,043,261.

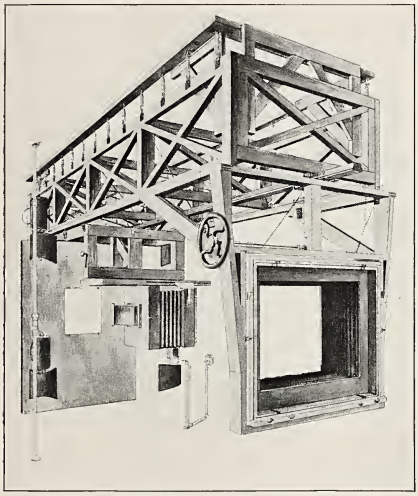
PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Camera for Copying Large Maps.

From H. W. Leggett comes a pamphlet descriptive of the camera which E. Deville, LL.D., Surveyor-General of the Dominion Lands of Canada, has devised to overcome vibration in the photographing (absolutely sharp) of large government maps. He has gone through the very experiences we have had in this country where the engraving department was placed on the upper floors of the printing establishment, with the presses on the floors creating vibrations that made copying lines sharply almost impossible. At first we suspended the camera-bed with three ropes from the ceiling or from a beam attached to the ceiling by a bolt at its center. Later we rested the feet of the camera-stand on springs of steel or rubber. The introduction of steel springs between the camera-bed and the camera-stand is in common use to-day. In 1884, when the writer put in the



Dr. Deville's Suspended Camera.

plant for the American Press Association, he hit on the idea of inverting the whole apparatus — camera, bed and all — and suspending it by springs from the ceiling. This had many advantages, for it economized space, did away with vibration absolutely and made it easy to keep the floor and camera clean. Since then many operators have adopted the plan, while Doctor Deville has done it in a most thorough manner and on a large scale. The illustration, one of many in his pamphlet, shows the mechanism of his suspended camera, so that a description is unnecessary. Those particularly interested in such a camera will undoubtedly be favored with a copy of the pamphlet upon request of Doctor Deville. His address is Surveyor-General's Office, Ottawa, Canada.

Underlays by Etching.

A writer in *Process Work* inquires for the best and cheapest way of producing what are called mechanical underlays. From the replies received the following is gathered:

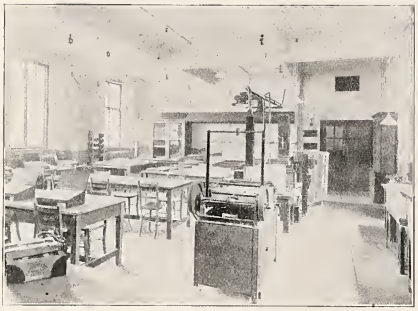
By mechanical underlays is meant those etched on thin zinc and placed between the plate and block when mounting. A method recommended is to pull a proof on this thin underlay metal with ordinary litho ink. Then dust over with powdered resin and rub the surface lightly with cotton wool to remove all surplus resin. Heat over the stove until the resin melts into the ink — being careful not to overheat the underlay. Allow to cool, and while still slightly warm dust with powdered bitumen, rub with the cotton wool, and heat exactly the same as the resin. Varnish the back of the metal and put it into the rocking-tray with a fairly strong bath, say of two ounces of acid to ten ounces of water. Brush the plate frequently, when the high lights will completely etch away. Etch until the portions of metal representing the high lights become very thin. Then take out of the bath and wash off the ink. Place the underlay in absolute register under the plate and tack the plate to the block. Cover with a rubber blanket and run the whole through a stereotyper's mangle, when the high lights in the plate will be lowered and the blacks in the plate "bumped up." This underlay is especially suitable for newspaper blocks. When the plate will have gone through the stereotyper's department it will be found that the high lights have sunk very low, thus insuring clean whites in printing.

Etching Machines.

Since engravers have found that the old-fashioned way of dashing the etching fluid against the sides of the lines was wrong, as is done in the etching tub and in some patented contrivances for agitating the solution, they have been striving to devise some apparatus to equal the successful etching machines now on the market, with the result that a number of alleged etching machines are "on the way." Some of these have been offered for notice in this department without success and for the reason that calling attention to them would take up valuable space without answering any useful purpose.

The writer has made a special study of the etching-machine problem and would offer this advice to would-be inventors: Don't consider an etching machine unless you

can construct the parts that come in contact with the etching fluid of absolutely acid-proof material, and there are but few substances to be found that will withstand corrosion from acid. Then remember that machines for raining acid in drops from above on the plate were devised by the writer of this and illustrated in *Anthony's Photographic Bulletin*, of June, 1896, page 199. The method of blowing acid from below in a spray against a horizontal plate is the invention of Louis E. Levey, dated June 20, 1899, and the dipping of the etching fluid from a tank and throwing it against the plate with great force is the invention of Axel



Etching-room at Bolt Court.

Holstrom, dated February 24, 1903. The devices submitted for illustration in this department within the last few months, but rejected, were evidently infringements on one of these three methods of applying the etching fluid, and it was useless to show them, as the patents would not likely be successfully maintained.

Rotary Photogravure in Newspapers.

German newspapers pioneered the use of rotary photogravure, and the Easter (1910) number of the *Freiburger Zeitung*, containing a photogravure supplement, created wonderment among publishers the world 'round. On Sunday, June 12, 1910, the New York *World* accomplished an even greater feat in supplying a photogravure supplement of 10 by 15 inches showing the "Landing of Curtiss on Governor's Island" (New York) after his flight of 150 miles from Albany, New York. It required over half a million copies to supply the edition. During the late political campaign the New York *World* also supplied large portraits of the presidential candidates that were highly successful. Now the *Illustrated London News* of October 12 has a supplement of eight pages printed by this process, which is superior to all that has gone before in the way of newspaper supplements.

The *Illustrated London News* supplement is said to have been printed on both sides at the same time at a speed of 2,700 sheets an hour. It was printed from a web on a light cream-colored matrix paper in warm-brown ink, so that the effects were beautiful. The type-matter was printed at the same time from the engraved copper cylinders and, though not as sharp as we are accustomed to see from type, was artistic in its softness. It may be said that rotary photogravure has arrived, and all that is required now is for some enterprising American publisher to introduce it as a regular feature in his Sunday newspaper to have it spread to all our large cities.

Lead Intensifier Trouble.

"Photoengraver," Palo Alto, California, writes: "I have at times obtained far better results with lead than with copper-silver intensification, but now a white precipitate or stain rises from the high lights and spreads through the shadows until they are opaque. This takes place before the lead solution has affected the negative sufficiently to stop the treatment in bleaching. I have only obtained results by stopping the intensification at a point where plunging into water would clear out the white precipitate. Can you give sources of this trouble?"

Answer.— The writer remembers having trouble like this, but forgets now just the cause of it. Use lead nitrate, two ounces, and potassium ferricyanid (red prussiate), three ounces. Do the cutting of the negative first and wash under a good stream of water for a couple of minutes, then lay the negative for a minute or so in a tray containing one ounce of nitric acid to twenty-four ounces of water. Wash well again and lay in a tray containing the lead until it is bleached yellow through, wash again and put once more in the nitric acid and wash before using the sodium sulphid to blacken. By following the above instructions there should be no trouble in using lead intensification, providing the chemicals are pure and the water used for washing is not an alkali water.

The Fourth Plate in Color-printing.

Notwithstanding the frequently proved correctness of the three-color theory it is noticeable that the most successful reproducers of colorwork are now making four printing-plates instead of three. And why? The artist — E. G. Handal Lucas — gives some reasons, from which is quoted the following:

"Have we not had in past years too much of the scientific expert photographer, with eye glued down to the spectroscope, testing filters, plates, dyes and inks — and not

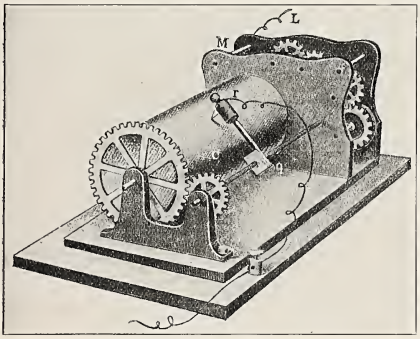


Bolt Court Photographic Room.

enough of the artist painter, with his exquisitely trained color sense? Inquire of any really experienced painter what constitutes the chief charm of all color in surrounding nature. If thoughtful in reply, you will learn of a gray — a beautiful toning-gray — which blends all various primary, secondary, or tertiary colors of nature into one most harmonious whole. Look upon pure white flowers or pure white snows of nature. Keenly look. Then you will perceive most beautiful grays forming the half-tints. Look at a vivid mass of geraniums surrounded with green leaves, or seen against the background of a green lawn — amidst this most brilliant scarlet. Here you will also perceive the

bloom of a wonderful subtle gray. Look at the beautiful flesh-tints in nature. Look as the artist looks. Here again, the delicate half-tint grays make the charm. Again, look upward to the sky. Note those rolling masses of cumulus clouds against the blue of ether space. Keenly observe the pure hues of gray in endless variety.

"Then turn to the spectroscope — that spectroscope which is supposed to be the final test, or exclusive and conclusive authority, upon all problems connected with colors— and ask any scientific expert to show you there, as you gaze



Professor Korn's Telautographic Apparatus.

upon the solar spectrum, even the slightest glimpse of this gray — this universal gray of nature, so perceptible to the trained eye of the painter when looking upon material nature."

If these various suggestions and conclusions from an artist may prove correct, then the necessity of a fourth printing in color reproduction no longer should be questioned. Certainly, far finer, stronger, and truer results in printing can be produced by three primaries and a gray key than by the three primaries alone. These primaries printed with various grays of different values, down to black, accurately reproduce all the beautiful tertiary colors of nature.

Process-engraving Schools in England.

London, Manchester, Liverpool and other large cities of England have opened their schools for the teaching of processwork. The school at Bolt Court, London, has been rebuilt and refitted throughout with the evident purpose of showing the students a model process plant. Want of space here prevents an adequate description of the new schoolrooms, though the illustrations give glimpses of the equipment. Hot and cold water as well as hot air for ventilating and drying purposes are supplied from furnaces in the basement. The woodwork, tables, benches, etc., are of oak; the walls are covered with a washable material. There are five cameras, with arrangements for one of them to be used in the open air. Four different makes of etching machines, different types of arc lamps, including a powerful searchlight, various makes of printing-frames, Royle routers and complete machinery for finishing the blocks are installed, so that the student may become familiar with the different styles of apparatus and machinery available for his use as a journeyman. The lecture-room will seat comfortably one hundred students at one time. One of the most up-to-date features of the school is the wet and dry plate darkrooms, with arrangements for ventilation that will be copied to advantage in commercial shops. Then the electric-lighting switches in the darkroom are said to be foolproof, so that it will be impossible for a student to turn on a white light, in place of a safe light, by accident. In the collotype, photolithographic, photogravure and mezzotint departments the arrangements are equally convenient. The lithographic department has a complete lithographic outfit of presses, stones, zinc, aluminum and the necessaries for offset presswork, while the art school is as complete as any similar sized school anywhere. The influence of these schools is sure to be felt in this country, and if we do not establish schools of our own we must be prepared to engage our most skilled workmen from abroad.

Brief Replies to a Few Correspondents.

M. Emil Schiele, Cincinnati, will find the latest developments in rotary photogravure in this department. There would be little interest in showing illustrations of a foreign press for that work, because we can construct better presses here. Ralph Riths, Merrill, Wisconsin: To learn to take photographs for half-tone reproduction you had better begin with an amateur outfit. "Operator," Detroit, Michigan: The trouble with your stripping collodion is that the denatured alcohol you use has been denatured with benzin. J. Murphy, Brooklyn, New York: Aluminum can not be used around etching fluids, for even the fumes from chlorid of iron corrode it. L. deP., Montreal, Canada: It is not necessary to have pure benzol to dissolve rubber. Benzin and gasoline will answer the purpose. S. Bourne, Buffalo, New York: There is no way of making a positive silver print from the object direct without first making a negative. R. Wilson, Springfield, Massachusetts: Your idea for a photoengraving process is not new. It is called Stagmatype, and a description of it will be given in this department later.



Telegraphic Picture of the American Beauty, Miss Fry, by Prof. Korn's Selenium Process; from London to Paris in Twelve Minutes.

Written for THE INLAND PRINTER.

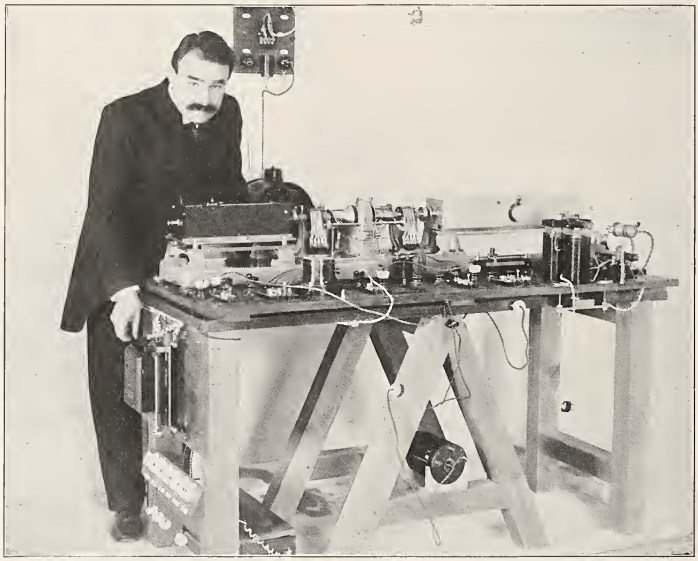
THE ELECTRIC TELEGRAPHIC PICTURE.

BY MAX BRÜCKNER, LEIPSIC.

SOME of the latest inventions in the domain of electricity read like a chapter out of one of Jules Verne's fanciful romances. There appears to be no limit to development in this line, for new prospects open up and extend themselves after every new invention. The wonderful inventions of Bell, Edison, Marconi, Roentgen and Curie, which have filled mankind with wonder, have now been added to by the invention of Prof. A. Korn, of Berlin, dealing with the transmission of photographs by means of telegraphy. This striving to conquer time and space is a natural consequence of modern technical development. The telegraph and submarine cable were followed by the telephone, to which the distance, or tele, writer, which enables writing —the second important means which enables mankind to transmit their ideas — to be transmitted over considerable distances, has recently been added. And now, after years of experimental work, Professor Korn comes forward with a solution of a problem which is of great importance at the present time — namely, the transmission of photographs and drawings by telegraph, for reproduction in newspapers.

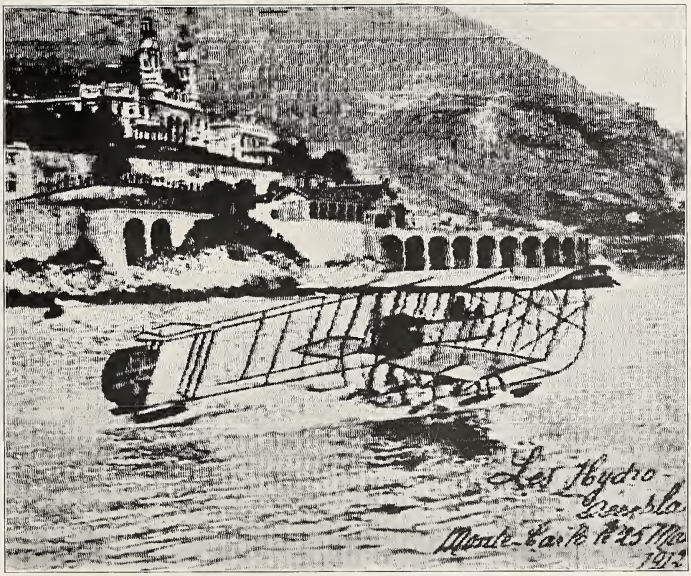
Professor Korn has worked out two phototelegraphic methods — the selenium transmitter method, and the telautographical method. In the first of these, called also phototelegraphy, the inventor makes use of the properties of selenium, which consists in changing its electric resistance according as it is exposed to the light. The photo to be transmitted, which is in the form of a transparent film, is enveloped in a transmitter around a glass cylinder, on which the light from a Nernst lamp, by the aid of a system of lenses, is made to concentrate. The light pierces the photograph and the glass cylinder, and by means of a mirror fixed in the interior of the latter is thrown on a selenium cell. In this way the cell receives more or less light according to the tone of the various parts of the picture acted on by the light. If the current from an accumulator battery is now made to flow through the cell and through a long-distance line to a receiver situated at a distance, then this current is strong or weak according to the quantity of light received in the cell. In order to permit all parts of the picture to pass between the Nernst lamp and the selenium cell, the cylinder on which the picture is rolled is made to rotate by an electro motor, and at each revolution it displaces itself a little in the direction of its axis. In this manner all constituents of the picture, line for line in their various tones, are keyed off, and currents which correspond to these tones of the various parts of the original picture acted on by the light keep continually flowing to the receiver.

At the receiver the photograph is put together again by means of the arriving line current. In order to do this, a cylinder similar to the transmitting cylinder is made use of. On this cylinder a photographic film is rolled which displaces itself in the direction of its axis in the same portion as the transmitting cylinder. Here again the light of a Nernst lamp with the help of an arrangement of lenses is concentrated on a small portion of the receiving film which revolves in a receiver-box impervious to light. When the light falling on the receiving film is made stronger or weaker in its intensity, in accord with the line current, then the reproduction of the photograph on this receiving film takes place line after line. The line current must, however, at the same time be sent right through the receiver. This is done by means of an ingenious contrivance used by Professor Korn himself, and called the string galvanometer.



Prof. A. Korn in One of His Photographic Stations, the "Daily Mirror," London.

In order to render the process of phototelegraphy completely perfect a special contrivance for equalizing the inertia in the selenium cell is made use of in addition to the regular instrument employed. This special contrivance removes the inertia characteristic of the selenium, and which has such a disturbing effect on the phototelegraphic process.



Telautographic Picture from a Photograph of a Hydroaeroplane in Front of Monaco, Transmitted from Monaco to Paris in Twelve Minutes.

The pictures delivered by this selenium method resemble photographs in their general softness, as can be seen from the accompanying reproduction (page 397) of a photograph of the American beauty, Miss Fry, transmitted over the line from London to Paris in twelve minutes.

Professor Korn is principally engaged at present in trying to introduce more details into his pictures so that not only portraits, but also groups and landscapes, can be transmitted. To accomplish this he makes use of his second method — telautography — by means of which handwriting, drawings, maps and black-and-white pictures are transmitted.

The electric picture-telegraphy is becoming increasingly important from year to year, and is now employed by some of the most important of modern newspapers. Among these journals are *Collier's Weekly*, New York; *Berliner-Local-Anzeiger*, Berlin, Germany; *Illustration*, Paris, France; *Daily Mirror*, London, England; *Der Politiken*, Copenhagen, Denmark; and *Dagons Nyheter*, Stockholm, Sweden.

The employment of picture-telegraphy is also certain to prove a most valuable adjunct for use in meteorology and in war technics, in which sciences its introduction is simply a matter of time. In tracing criminals it has already been employed with the best results. Professor Korn hopes to be able by its means to transmit over the ocean not alone telegraphic pictures, such as are at present forwarded, but also natural-color photographs by cable to all parts of the globe. Not only this, but it is even hoped that the fascinating problem of seeing at a distance will also finally be triumphantly accomplished.



Portrait of King Victor Emmanuel, Telegraphed from a Drawing, and Transmitted from Paris to Berlin in Twelve Minutes.

Written for THE INLAND PRINTER.

GORDON PRESS PRODUCTION.

BY AN INVESTIGATOR.

THE question of Gordon press production has often perplexed managers and superintendents. The following account of a recent investigation in the matter of feeding tells in an unvarnished way the methods undertaken and carried through in a plant running six presses. The purpose throughout such an investigation has been to get the facts first and then formulate the theories. The account is told by one having the investigation in charge.

According to our records the average output per hour for five Gordons and a Colt's for a period of one year was 962. This is running-time only and does not include time for make-ready or stoppage of the press for any cause such as breakdown, waiting for forms or changes on the press; it is simply the time put down by the operators as actual running-time.

As these six presses cost us between $6,000 and $9,000 a year to operate, it was determined to verify the correctness of the production record and ascertain if any leak could be discovered, and if so, stopped.

As a preliminary survey we made observations on all the presses during one day to find out at what speed the feeders were running the machines. The feeders were not asked either to speed up or slow down and, in fact, were not informed just what was being timed. For this test an ordinary watch with a seconds hand was used, and the impressions of the press counted during a space of thirty-six seconds. As this length of time is one-hundredth of an hour, the speed per hour is thus given in even hundredths. In counting impressions we found it convenient to start when the rollers were at the highest point on the ink-plate, using "zero" for the first count. As the seconds hand of the watch indicated 36 the last count gave the even hundred, and if the rollers were at the bottom of the next stroke we recorded an extra half. Several readings on each press during regular work were made. Work for this day was sufficiently varied to take in both that which would naturally be run fast and work which would require a slow speed.

The average speed of the six presses as shown by these tests was 1,650 an hour. This includes the Colt's, which was running on colorwork. The presses are two 8 by 12, one 10 by 15, two 12 by 18, and one Colt's, 14 by 22. One of the small presses and one of the large Gordons were each running at 1,800 an hour. These speeds were the ones chosen by the feeders themselves.

Our first basis for any figuring was this fact: During a year the product per hour during which the presses were reported as engaged entirely at running averaged 962. The average rate of speed for all six presses in a given day was 1,650 an hour.

We asked ourselves if there was anything here that needed further attention. Are these figures correct for the best efficiency of the department? On the basis of these figures during twenty minutes of each hour while the press is running, nothing is being fed into it. We asked ourselves if twenty minutes wasn't a pretty long time to handle stock, look after the ink and lay out the work?

In order to find out exactly what was done during the hour we made a more exact observation of the presses in action. Taking one press at a time, we first ascertained the speed at which the feeder was running; then we noted every impression for which there was not an equivalent printed sheet. Here is the result of a ten-minute observation of one of the small presses. The job was an 8½ by 11 letter-head on 20-pound folio stock, black ink, fed head down. The press was running at 1,800 an hour — the speed chosen by the feeder.

Observation.	*Impressions missed.*
10 consecutive minutes.	49 inking by hand.
	28 using throw-off.
	77

This observation was for one-sixth of an hour only, but at this same rate would give these figures for a full hour:

Observation.	*Impressions missed.*
1 hour.	294 inking by hand.
	168 using throw-off.
	462

That is, out of a possibility of 1,800 impressions during an hour approximately 500 were lost through inking the press and poor feeding necessitating the use of the throw-off.

On the 10 by 15 press the following results were observed during fifteen minutes. A 6 by 9 circular on enamel stock containing a half-tone was running at 1,700 an hour.

10 seconds' stop =	5 impressions, changing stock.
30 seconds' stop =	15 impressions, cleaning off sheet from rollers.
120 seconds' stop =	60 impressions, arranging string on grippers.
	15 impressions, inking.
	5 getting stock.
	25 laying out stock.
	10 using throw-off.
	135 missed in ¼ hour.

At this rate an hour's run would give 1,160 printed sheets with the press running at 1,700 an hour.

On one of the 12 by 18 presses we obtained this record of a quarter of an hour's run, which shows continuous running except for the use of the throw-off. The press was running at 1,600 an hour on one color of a two-color letter-head. During fifteen minutes 135 impressions were missed through use of the throw-off. The hour rate would be:

Observation.	*Impressions missed.*
1 hour.	540 using throw-off.

The press rate in this case of 1,600 is cut down to 1,060 for the one cause of using the throw-off.

On the other 12 by 18 press was a ruled-stock form measuring 11 by 17 inches on 16-pound bond paper. The feeder had the press running at 1,800 an hour, and during ten minutes' observation missed 72 impressions by using the throw-off and 32 impressions inking the press by hand. In terms of an hour this record would be:

Observation.	*Impressions missed.*
1 hour.	192 inking by hand.
	432 use of throw-off.
	624

From a press speed in this case of 1,800 the product was only 1,176 printed sheets.

A change of feeders took place on this press with the same job, and the new feeder also ran the press at the same speed of 1,800 an hour. The results of fifteen minutes' observation were as follows (in terms of one hour):

Observation.	*Impressions missed.*
1 hour.	60 inking by hand.
	72 shifting stock.
	52 lighting light.
	60 using throw-off.
	244

The product in this case with the speed of 1,800 an hour was 1,556.

From these observations on the presses in action, we have the following causes for stopping the press or missing impressions during feeding:

1. Inking by hand.
2. Using throw-off.
3. Changing stock.
4. Cleaning sheet from rollers.
5. Arranging string on grippers.
6. Lighting light.

The next question we attempted to solve was what amount of time, or what number of impressions an hour, ought each of these items consume. If an exact rate for each item could be found correctly, we believed we could say definitely whether our product was efficient or not.

The first item of inking by hand was somewhat of a surprise, for all the presses were equipped with automatic fountains, and in the instances noted these were not in use, although on the press. For runs in black ink of one thousand or more we determined to have the fountain set as part of the make-ready, and thereby eliminate this item from the feeding. Of the six causes for missing impressions, therefore, we eliminated the inking by hand entirely.

In trying to get reliable data on the use of the throw-off in feeding we found that this item varied with each feeder and even the same feeder would have a different rate at different periods of the day. To reduce this item to a minimum we made the following provision for handling stock. When stock came to the department it was checked for squareness in cutting, exact quality called for, and divided into lifts. For convenience we used either 100 sheets or 250 sheets, dependent on the thickness of the stock, for all lifts except those jobs involving special features. We found that if the ordinary feeder took on the feed-board a lift of 100 sheets and was asked to feed them without using the throw-off, he could usually come pretty close to it. In this way instead of having an all day's grind at many thousand sheets the feeder has before him only a matter of a hundred sheets at one time, and by putting his mind on that small number with the idea of feeding each sheet perfectly he can get along without using the throw-off. When we first tried this the question was at once asked by the feeder, "But suppose there are bum sheets in the stock, or suppose the gage-pins work loose, or the make-ready wears down, don't you want me to stop?" In answer to this we arranged the make-ready operation so that it would include the necessary inspection absolutely to prevent these possibilities — an unusual method no doubt, but one which worked out with perfect satisfaction. The use of the throw-off can not be reduced to absolute zero except with unusual feeders, but it can be reduced to a negligible quantity by careful planning. In making any estimates of proper output for feeding we allow three per cent for use of throw-off and find that after practice the feeders can turn out the work on this basis without difficulty.

The next item on the list of causes for delay in feeding is that of changing stock. Here the division of the stock into exact lifts before it came to the feeder helped solve the problem. It was necessary also to standardize the method of handling stock before exact data could be secured. Up to the time of the investigation printed stock had been laid out by the feeder, usually under the direction of the foreman, on a variety of shelves and drying racks. Unprinted stock was piled up on a bench behind the presses wherever there happened to be room at the moment. The product from each press was not necessarily kept in one place, and we found that there was a good deal of confusion about the placing and jogging of the printed sheets. We arranged a cabinet for each press which would hold tray-drying racks for the entire output for the day, also space for the unprinted stock for several jobs ahead. These cabinets also provided space for live forms for the press as well as smut sheets and make-ready material.

The operation of handling stock with this new equipment became a simple matter of routine. The feeder had but one place from which to get his unprinted sheets, and the entire handling of the stock before it came to the cabinet and after it left was done by others. Since the operation was carefully checked, no hitch occurred. We found that the time necessary to handle a lift of stock after it was printed and get a new lift was about half a minute. Hence we set one-hundredth of an hour (thirty-six seconds) for the standard time for shifting a lift of stock. The size of the lift makes no difference. This gives opportunity to inspect the work and see that all is O. K.



"A SOPHISTICATED PUP."
Photograph by Rigdon, Dubuque, Iowa.

Item four on the list — cleaning sheet from rollers — is a preventable accident which care will eliminate, so no allowance is made for this item specifically, but it is included in the three-per-cent "leeway" which we add to the exact data for use of throw-off on account of the human element in all hand operations.

The item of arranging string on the grippers is purely

part of the make-ready, and this has nothing to do with feeding. If the make-ready is done according to standard, this necessity can not occur.

The sixth item emphasizes the importance of making each man's work definite and standard. A feeder is hired to feed the press and not to light lights. As soon as we decided to provide for every necessary operation we eliminated the necessity of having a feeder doing odd jobs around the shop and charging up his time to feeding.

the stock. Such items as envelopes were unbanded and divided in the boxes by opening out the flap on each one hundredth envelope. Lifts on ordinary stock were separated by the cutter by using colored print and dividing the sheets before cutting. Make-ready, inking, etc., were thoroughly standardized, but as that is quite separate from feeding, we omit here description of how it was done.

From experience we found that three per cent was a fair allowance for the personal element in feeding.



Competing with the Army Mule.

Photograph by Rigdon, Dubuque, Iowa.

To ascertain, then, the proper product per hour for a given job, we found the following particulars necessary:

1. Speed of press.
2. Number of sheets to lift.
3. Standard conditions of make-ready, inking, handling stock, etc.
4. "Leeway" allowed for human element, including use of throw-off.

In determining the first item — speed of press for a given job — we established a standard range of four speeds — namely, 900, 1,200, 1,500 and 1,800 impressions an hour. This necessitated readjusting the motors to give these speeds accurately. By testing various jobs at these speeds we secured samples from actual experience of jobs suitable to run at each speed. A new job could be referred to this list of jobs and the best running speed with little difficulty be determined. In making these determinations the work of a good feeder was used as a basis. There is a psychological advantage in having a narrow range of speeds, for the feeders soon get used to the "swing" or rhythm of these four speeds and can do much more accurate work than they could when speeds varied hopelessly on each job.

The number of sheets to a lift was taken, as before stated, at 100 or 250, according to the thickness of the stock. But few jobs require smaller lifts and even where more could be taken it is not advised.

Standard conditions we found were a very necessary element in predetermining the proper product, for unless these conditions could be maintained all calculations were of no service. Especially important was the supervision of

Speed tables were prepared from the above data for each of the four speeds for both 100 and 250 sheet lifts (eight tables in all), showing the time necessary for a product of from one to ten thousand. These tables also show the product per hour by referring to the time-column and then noting the product in the first column. For example, the table for output for a speed of 1,800 an hour in lifts of 100 sheets started as follows:

Run.	Net Running Time.	No. Lifts.	Time.	Handling Stock.	Leeway.	Stand. Time.
	Hrs.		Hrs.	Hrs.	Hrs.	Hrs.
1000	.56	10	.01	.10	.02	.68
2000	1.11	20	.01	.20	.03	1.34

In these tables time is, for convenience, expressed in tenths and hundredths of the hour.

With the knowledge of the requirements of the job as learned from the job-ticket, and the speed-tables, we found it perfectly feasible to set the exact time a job ought to take to feed perfectly. Work-tickets giving these details were given each feeder before starting to feed a job, and if he did the work within ten per cent of the standards there specified, he received in addition to his regular wages a bonus on the day's work. The foreman was able to demonstrate to any feeder at any time that the tasks thus set were easily done if the feeder attended strictly to business, and the increase in production was something like fifty per cent over former records.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Slurring on Page Edges on Country Newspapers.

(1373) Frequently we have letters from publishers of country papers asking how to remedy slurring on page edges. In sifting the matter down to causes we find that very often the cylinder is overpacked to meet a contingency that arises from having the cylinder-bearers out of contact with the bed-bearers. Note the following letter: "I am enclosing a copy of our paper, which is printed on an old-style drum-cylinder press, and which you will see is badly blurred along the outside edge on one side and also on the inside edge of the front page. We are printing this five-column quarto on a six-column quarto press and use a tympan consisting of a felt blanket next to the cylinder, with six sheets of news print following and covered with a draw-sheet of muslin. I do not know what could cause this blur unless it is the mechanism beneath the press-bed, it being my opinion that this has worked loose. Will you kindly inform us what causes this trouble?"

Answer.— From the appearance of the page edges we do not believe the trouble is in the bed mechanism but rather in the weak contact between the cylinder-bearers and the bearers of the bed. You should lower your cylinder a trifle harder on the bearers. You may verify our diagnosis by testing in the following way: cut two strips of print paper one inch wide and lay one on each bed-bearer. When there is a form on, turn the cylinder so it is taking impression on two pages and not in the white space between pages. When in this position, draw the strips and note if they are free. If they are free to draw out, the cylinder should be lowered. It may be that you will have to remove several sheets of tympan following this operation. The amount of tympan carried should not exceed the circumference of the cylinder-bearers more than about four sheets of print. Lay a straight-edge column-rule over the tympan and allow the end to extend over the bearers and note the result. Keep the bearers free from machine-oil.

[A week later we received the following letter from the publisher: "We have applied the remedy which you gave us for our press, and are pleased to state that it proved to be exactly what it needed. I found that the cylinder had to be lowered the thickness of three sheets of news stock and that I had to take the same amount out of my tympan, and now the result is as good as could be expected from a press of this style. Thanking you very much for the service which you have given us, which, by the way, is a great thing for the country print-shop, etc."]

The following letter was received, accompanied by a paper having a slur on the edges quite similar to the one referred to in the first letter: "I am sending you a copy of my paper and ask for a solution of the following difficulty: On pages 1, 2, 3 and 4 there is considerable slur on the outer edge. I have tried everything that I know of to remedy such trouble, but with only partial success. When I took charge of the plant a short time ago this trouble was more pronounced than now, and the man in charge told me that the press had always given the same trouble. I have tested the bearers and found them absolutely correct and have given the cylinder a thorough overhauling — took off the rubber blanket and packed it with pressboard, print paper and bullskin, with only a partial relief. The forms on which this slur occurs show the same effect whether running slow or at high speed. I run small forms — briefs, book headings, sale bills, etc., or any job smaller than our four-page run of the paper without this trouble. The register of the press on such work is absolute. So much has been given in your department concerning similar trouble that I have hesitated to ask for help, but must admit that this seems beyond me, and will appreciate your advice."



What Are They Laughing At? Look at the Next Page.
Photograph by Louis G. Rigdon, Dubuque, Iowa.

Answer.— The first step toward determination of the cause of the foregoing trouble will be similar to that given following the first letter. Lay strips of thin paper on bed-bearers and when the cylinder is under stress of impression draw on the strips and note if they are free. They should

not be. If it happens that they are, turn the cylinder until it is off of the impression and then bring the cylinder down a trifle on both sides. Remove two sheets of print from the tympan, and test with strips again. Continue operation until the strips are held by pressure from the cylinder-bearers. Make a note of the exact amount of tympan carried, so that in the future it will be necessary only to refer to your record to know how much packing is carried. Keep the cylinder and bed bearers free from oil at all times.

Printing of Felt Pennants.

(1375) A California printer writes: "I would like to know just what course to pursue to accomplish the best results in printing on felt — that is, pennants similar to those used by schools. Only recently I had a customer of the shop call for printed felt badges, but, perhaps luckily for the shop, the order was changed to ribbon. Would also ask a little information as to the best course for a small shop to properly use gold bronze. At present we are using a gold size, after which we dust with bronze powder, and, if practical, again run through the press without rollers, after which we use a camel's-hair duster, the brush being used after a few hours' duration, but some printers claim good effect direct from the gold ink as put out by reliable ink manufacturers."

Answer.— The printing of felt badges or banners does not require any special skill. The principal feature of the work is to impart to the felt an ink that carries considerable pigment, such as a heavy job ink. This can be done with an ordinary press with full inking capacity. The form should not be of type, unless brass type is used. Electros or zinc plates or even a home-made woodcut will answer where a simple design is wanted. In zincs, deep etching and routing are necessary, owing to the yielding nature of the material and the necessity for carrying a large amount of ink. The make-ready is of the simplest form — a few tympan-sheets and an oiled draw-sheet. In the better class of gold-printing bronze should be used — fine bronze for smooth papers and coarser bronze for rough stocks. Gold ink will answer for certain grades of work and should be used with hard rollers only. It is advisable to use artificial heat to keep the ink in the best working state, heating the platen or form slightly. A second impression on gold bronze without the rollers will no doubt increase the luster of the work, but it is doubtful whether the increased cost of production will warrant the time spent on it.

Adjacent Colors Running Together.

(1376) Submits a half-tone tint-plate, printed in bands of colors at one impression. As might have been anticipated, the various colors ran together, causing combination more or less pleasing. The printer evidently desires to prevent the colors blending, and writes as follows: "We are enclosing you sample of some work we are doing. This is done all right, of course, but to do it practically we would like to ask you if there isn't some solution that is used in the ink to keep it from spreading?"



This! If You Don't Understand, Go Back One Page.
Photograph by Louis G. Rigdon, Photographer, Dubuque, Iowa.

Answer.— If you desire to run the colors without the edges mixing you can do so by cutting the form rollers and leaving a fine line of about two or three points in width unprinted. You would have to prevent all lateral motion in the form rollers and iron vibrators and depend upon the breaking up of the ink by using riders on the iron vibrators, which of course are not to have sidewise motion. Without a barrier of this sort for the ink you will not be able to prevent it spreading, owing to physical difficulties. The nature of the ink and the necessity of close contact between the parts that distribute and transfer it make it quite impossible otherwise to prevent spreading. The mixing of turpentine in one color and ammonia in the adjacent colors will tend to keep them from running together, as these liquids are opposing mediums. However, there still will be a tendency of the stronger color to prevail where the two have contact. Frequent washing of the rollers will keep the bands of colors at a fairly uniform width when other means fail.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Books About Proofreading.

A. L., New York, asks: "What are the best books you know from which to learn proofreading?"

Answer.— The only possible truthful answer to this is a disappointing one. It is simply, None. Something more must be said, however. It is not because there are no books that the answer is so simple. One reason for it is that proofreading can not be learned or taught from books, because the acquisition of ability is too subjective. Efficiency can be secured only through experience in the printing-office, and almost solely by those who learn to work with type, from the very beginning through all possible steps. Practical proofreading demands intimate knowledge of typework. Very few persons ever become first-class proofreaders without first being first-class type-workers, though some have done it. Even the few who succeed are almost always people who make it their business to inquire into the technicalities almost to the extent of learning the typesetting trade all but actual handling of type.

Another reason for the curt answer may be found in the fact that always the question asked contemplates a treatise on language rather than one on proofreading. Proofreading, of any kind higher than that which consists in mere imitation, demands the exercise of a high degree of intellectuality combined with quick perception and quick and accurate utilization of knowledge. Experience in typework can hardly fail to impart the necessary technicalities of proofreading, as they must be understood in order to make corrections in the type. General education is what is needed beyond the technical phase of the work, and of this the proofreader can not have too much. Absolutely no kind of real knowledge can be had that may not be useful to the proofreader. The most profound education does not in itself enable any one to do good proofreading. College graduates almost unnumbered have undertaken it and failed, because of lack of natural or trained aptitude.

Books are needed for the training of proofreaders, but it is very doubtful whether one has been or ever will be written as a treatise on proofreading that will answer the purpose in full. All those known to the writer consist mostly of essays on various details of language. Special knowledge of language is necessary, as of matters like syllabication, capitalizing, etc., that are comparatively unimportant in general; but these matters really belong to the study of grammar. Proofreaders should have special training in language, but will never get adequate training from special books on proofreading.

Disastrous Misinformation.

The following, offered as a warning, is from a letter written to Funk & Wagnalls Company, New York: "I wonder if there is any power in the land to restore and preserve the proper pronunciation of the word parquette, which describes the front lower-floor section of a theater. Go to any place of amusement, and the treasurer will call it parkay. This even applies to all the exquisites in the box-offices of Broadway, where the Funk & Wagnalls dictionary ought to be respected. I suppose the origin of the blunder occurred through the habit of cutting off the last two letters of French words to make them English. I will allow this to be consistent, but spell the word parquet and in English it still spells the sound parket. Some learned goose will draw your attention to the word boquet and argue that the same is pronounced bokay. This is not a comparative example, since the word boquet is spelled that way in French, hence sounded bokay."

Now, this is good for its announced function of warning whether it was written seriously or not. It seems just possible that the writer was joking, and we may hope, for his own sake, that he was. As expressed, it teems with assumption of knowledge while stating as fact some of the crassest possible ignorance.

It is true that the Standard Dictionary pronounces the first word mentioned with the last letter sounded, parket, not parkay, and so does the Century, and so do some other dictionaries, including the Oxford English Dictionary. Whatever may have influenced the makers of these dictionaries to decide that the word is better pronounced parket, their reason could not be based on the spelling parquette, because the French word was never properly so spelled. The French word is parquet, pronounced parkay. There is no more reason for sounding the last syllable as ket than for speaking the termination of depot like the English word pot.

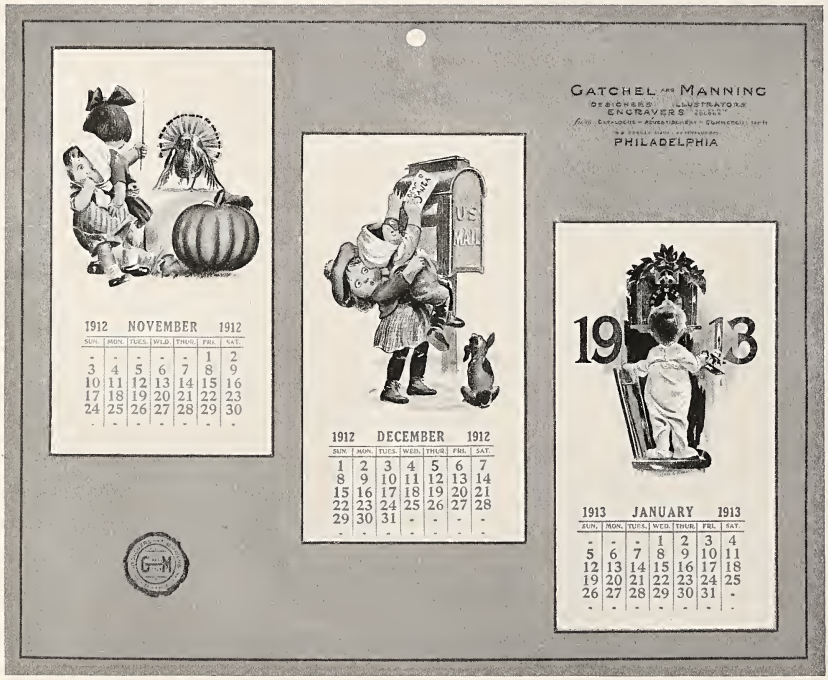
It is natural for one so grossly wrong about one word to be equally wrong about another. Strangely human he shows himself in calling those who are better informed "learned geese." No great learning is necessary for one to know that there is no such word as boquet and no correctness in saying bokay, but that the spelling is bouquet and the sound bookay. No better comparative example is possible.

The lesson here should be easily perceived, but may be a little more forcible if stated. Not only proofreaders, but people generally, are liable to this kind of error; but proofreaders have special need of guarding against it. Be very careful not to assume that you know anything until you know that you know it.

Use of Hyphen in Compounds.

A common assertion is that usage has for a considerable time favored omission of the hyphen as far as possible. Those who make this assertion undoubtedly are telling the truth as far as they know it, but a large and important part of the truth is ignored in the telling. Much depends on what print is chosen in ascertaining usage. Newspapers generally pay little attention to this matter anyway,

and, as anything like consistent use of hyphens must involve some carefulness and deliberation, probably the bulk of newspaper-printing would support the assertion of omission. Our best books are different, and they tell another story. We wish here, however, merely to emphasize the value of the whole truth as compared with part truth. The simplest form of the whole truth is that practice varies greatly, always did vary, and probably always will vary. That usage has for a considerable time favored one kind of practice seems to imply that in a time preceding the contrary had been true. Many people, in fact, say that practice has differed in this respect at different periods. Nothing of this kind can ever be proved absolutely, and it is at least doubtful whether there ever has been a general difference as between any two periods. I believe very strongly that any selections from literature would show just one fact, that in any and every period, no matter how chosen, the only conclusion that can be proved is that practice in general is confused. Some people like the use of hyphens and some do not. And it has always been so. One dictionary has been published, and one only, that has shown a certain class of terms without hyphens. That dictionary is the Webster's International. This statement counts as one the edition published in 1890 and its successor, the New International, published in 1910, although the latest is truly a new work. In the International many thousands of words given with hyphens in its predecessor, Webster's Unabridged, were given without hyphens, and the strongest reason given for continuing the disuse of hyphens, in opposition to this writer's suggestion of their restoration, was aversion to change of policy. That was a strange objection from those who had made such a violent change before, after having been for many years the foremost influence in the country in teaching the use of hyphens. None of these personal considerations is of any account. What is needed by those interested is a fair idea of right practice, especially that of the best writers and printers. What is done in any large selection of the best books of the present time (or of any time), say any hundred or any fifty, would prove that the assertion we criticize as to usage is not based on a knowledge of all the facts. A list of forms as found in any such selection of books would prove that the Standard Dictionary much more truly records usage than the New International Dictionary does.



ADVERTISING CALENDAR BY GATCHEL & MANNING, PHILADELPHIA.

Reproduced from four-color half-tones designed and engraved by Gatchel & Manning.

FOR PROMOTION OF INDUSTRIAL EDUCATION.

December 5 will witness the opening of the sixth annual convention of the National Society for the Promotion of Industrial Education at the Hotel Walton, Philadelphia. An interesting program has been arranged for the three-day session. The headquarters of the society are at 105 East Twenty-second street, New York city, and C. A. Prosser is the secretary in charge.

Written for THE INLAND PRINTER.

QUERIES BY PROOFREADERS.

BY F. HORACE TEALL.

NO proofreader can ever be sure of doing his whole duty conscientiously without occasionally making a query, except when reading something that must be literally reproduced even to the extent of preserving known errors. Occasion and opportunity for querying vary greatly; and in such fashion that anything worth saying on the subject must be understood to apply especially to particular work. On a newspaper, for instance, the work must usually be done quickly, without taking time to submit queries to editors on proofs, though a proofreader may personally ask an editor something if he does not do so often enough to be annoying.

It is practically impossible for one person to tell another just when that other should make queries on proofs he reads. He must decide for himself each time. But it is not impossible to express some ideas that may be helpful, even though some of the ideas may not be unfamiliar to most of us. In fact, some things need saying that are as old as the trade itself, but never too old for repetition, lest we forget.

No employer is willing to have an employee waste working-time. A proofreader does waste time if he stops on every sentence to study whether he can or can not suggest some improvement. We shall note a few specific instances later. Suggestion of improvement may be made, sometimes liberally, without wasting time. To a really first-class proofreader no explanation of how this may be is necessary, but it is well to explain for those who are not yet, but intend at some time to be, first-class. Some men are much quicker than others in perceiving a need for correction, and also in deciding how to correct or improve, and a few of them can make valuable queries without taking any appreciable time for it.

Some experiences might lead to the thought that the remark above about employers and wasting time is too sweeping. A few employers expect their proofreaders to make many queries, but of course they must think that time so used is not wasted. A man recently went to work in a place he thought very promising, but found that "all was not gold that glittered." An exasperating phase of the work was a demand that he should question matters of typographic style very often when he knew that correction was necessary and only one way of correcting was possible. He was annoyed about these little things so much that he could perceive appreciable added liability to failure in finding the errors he was expected to correct. Those employers failed to know either their own or their employees' interest. All one can do in such a case is to submit to the demand, but steel himself against undue haste, and finally, if he can not "make good," seek employment elsewhere.

Mr. Theodore L. De Vinne, in "Correct Composition," makes some noteworthy remarks on proofreading, from which we quote: "When the reader meets with an unmistakable fault made by the writer through lapse of memory or by negligence, he should correct it. He does so, however, at some peril. He must know and not suspect it to be an error, and must be prepared to defend his correction, not by his own belief, but by unquestionable authority. Whenever he feels obliged to query a change in spelling or in statement, he must note this change on the author's proof. In every writing of importance the reader should query faulty construction, bad metaphor, inconsistent statement, the misuse of a word, and other errors of similar character." "While it is desirable to have accurate workmanship, the reader should not forget that it is his first duty to correct, and not to edit. He must not spend unnecessary time in consulting reference-books to make up the deficiencies of a careless writer. Nor should he annoy the author with any emendations that savor of pedantic nicety."

Few proofreaders actually know and observe the limitations prescribed in those words, "He must know and not suspect it to be an error." Many of them, like many other persons, think they know when they really do not know. It is an almost universal failing. Proofreaders should study especially to distinguish between actual positive knowledge and superficial and possibly disputable knowledge. An instance of common misunderstanding is objection to the words above and below as meaning preceding and following in the same writing or print. The writer had recently, for final editorial consideration, two pages on which were references reading "see above" and "see below," the first place referred to being on a preceding page and the second on a following one. The proofreader had queried both references, evidently thinking that the first could not be right unless it meant higher up in the same column, and the second must be wrong for anything else than lower in the same column. Now there was no harm in his making these queries, since all that was necessary was to answer them negatively. The writer has known of proofreaders actually changing such references, and they did what they had no right to do. A real evil resulted in the case mentioned, however, in the fact that the reader had left undone on the same proofs what he was especially employed to do. His whole duty was distinctly understood to be the correction of errors, and there were absolute errors that he had not corrected.

Another proofreader on the same work, who is really a good workman, seldom missing real errors, has a handicap in his propensity for asking questions. Naturally, many of his questions are too meticulous for any earthly good. For instance, he found it said of a certain fly, "whose larvæ devour leaves," and more than a thousand words below, of another, "whose larva eats twigs." He underscored these two expressions, drew a line from the first to the second, and queried in the margin, "Make uniform?" All this could not be done in an instant, but of course used time in which he might have done something useful. There was no occasion for the strenuous uniformity for which he strove.

This man read a page containing two pictures each having the numbers 1 and 2 on it, and the two sets of figures differed slightly. Again he drew a connecting line from one corner of the page down and across to another, and asked for uniformity. This is a kind of urgency in the line of uniformity that no one could ever expect or demand. Such differences will never bother any one, and it is unnecessary for any proofreader to notice them.

Whether it ever pays for a proofreader to hunt out all possible occasions and ask questions about them may be somewhat uncertain. It is sure that the need for them varies. No one person can tell another just how many and what things he should query. But there is no doubt that some proofreaders query too much, and some others do not query enough.

A LONG DRINK.

The coroner also signed a death certificate yesterday in the case of Harry Wilkerson, who committed suicide Saturday afternoon by drinking Custer street.—*Los Angeles Paper.*

COST AND METHOD

BY BERNARD DANIELS.

The Cost System in the Front Office.

There are numbers of plants having a cost system in use where it is looked upon as something of great value in the workrooms and a big money-maker in preventing the loss of productive time or any other item being charged to the job; but in these plants the idea that the cost system is just as much a check-up on the office and just as valuable there as in the workshop has not penetrated as it should.

The first result of a cost system is to bring to notice the leaks in the workshop and cause an attempt to stop them; and it is not until the system is working easily and the cost per hour has been accepted by the manager or proprietor as an incontrovertible fact that he looks around to see whether there may not be some way to use less hours, or some less costly hours, or some costly hours that save a greater proportion of shop hours.

Then it is that he begins to realize that the system must commence its work in the office and that the brains there must be used to save the muscle and power in the workrooms. Then it is that some one sees that composition might be reduced in amount — that is, in number of hours — by a little change in arrangement of the composing-room that will bring things used together nearer to the man using them, and move the proof press up to the live stone and galley racks and all nearer the compositor, who must pull the proofs. Then it is that some one realizes that it is poor policy to buy single fonts of popular type-faces, when it is very probable that almost every day two men will want to set lines out of that size and face at the same time, and that ten dollars spent for leads and slugs will pay a hundred per cent a month in dividends.

About the time the cost system begins to show results in figures the real live printer begins to see that the figures are about the least important thing in the cost system, and that the real thing is the system that gives the figures. The habit of accuracy that it forces upon all employees and the employer is what makes the cost system valuable. The cost was there before the system came. The jobs cost as much or more to produce, but the production was not systematically recorded. It was not regarded as important. Now, with the system the necessity for accuracy is forced upon every one and in a short time it becomes a fixed habit. Then the real value of the system develops. The habit formed of looking for detail and accuracy, the study of the returns on each job become second nature to the manager or proprietor and he is constantly looking for places to improve and comparing results with past performances.

After the workroom has been toned up and brought to a reasonable efficiency the defects in the office become more apparent. The errors in performance are traced to imperfections in the instructions given on the "instruction" sheet or to the giving of oral instead of written instructions and possible insufficiency of detail in those instructions. Here is where the office comes in contact with the workroom and gets its first lesson in efficiency through the cost system. Perhaps the tracing of some error through imperfect instruction sheets leads to the fact that the salesman failed to give the order clerk correct or detailed information as to the desires of the customer, or he may even have failed to get them from him. Then another man has been checked up in the office and brought closer to the line by the system.

Now, if the cost system will do this — and it has in numerous cases — why not let your cost system begin its work in the office, and standardize your method of giving instructions to the workrooms and of making estimates? It will give the same results in the office that it will in the shops, and we shall hear less about the cost of extra clerical work to keep up the cost system when we see the office carefully examining each job as it is received and comparing it with the estimate and making out the job instructions so as to convey to the foreman and workman the idea the salesman had in mind and the method the estimator thought the best to work it out.

Naturally, the plant doing this will have a practical printer as estimator and a layout man in the office who will see that the work is laid out and designed to fit the facilities of the plant in such a manner as to make the work as easy as possible for the workman, and these two will work hand in hand to the end that the estimate will fit the facilities of the plant, and the layout show how best to apply those facilities. Work done in such a plant will probably have a high hour cost, as facilities cost money and such management will not long work without them, but the number of these higher-priced hours will be sufficiently less to make the price of the job less than under the old haphazard cut-and-try methods of working, when compositors were allowed to set try lines and pressmen mix inks in any old way they chose.

These rambling notes disclose the idea that will control the printing-office of the near future, when the cost system and standardization of method shall have attained their full growth; when the system will meet the customer at the door when he comes for the estimate and continue with the job until its final delivery, when he will receive a systematic bill in conformity with the estimate and with extra charges for all the changes and alterations he has made.

Then will the printer receive from the business world the respect that is shown other businesses where system and standardization reign supreme, and where every item of cost is included in the manufacturing accounts before the selling cost and profit are added — the latter with good measure.

Start to-day and get the cost system working in the office, and bring all your expense items to a standard and charge them to some definite job or department wherever possible. Remember that making estimates costs money, and see that a definite sum is added to each estimate made

to cover its costs. You can soon learn how much, if you will keep records of the time and the number of estimates you make that win and the amount of money they represent. Then, make it a practice to keep time of the hours spent in fixing up copy and laying out the job, and see that it gets on the job record of cost and is charged for in the final settling up, for if you do not you will only be robbing yourself by taking office time to save workroom time and presenting the savings to your customers.

Do all the figuring and planning in the office, but keep time on it, just as surely as you would if it were done in the workroom, and charge it at the right price, even if it is necessary to make a special department record of estimating and planning, and carry it out in your final record sheet of cost of production. It will pay in the end.

This may be a new thought to some —the idea of keeping time in the office — but it is bound to come; it has come in the big mail-order houses, where they can tell you the cost in hundredths of a cent of answering an inquiry and securing an order, and it must come to the printer sooner or later — most probably sooner than many of our readers expect. Then why not be among the pioneers of those who will start it and get the benefits before the others fully realize what you are doing?

Apply the cost system in the office and the results will be as startling as they have been in applying it to the workshops. The office has been looked upon as a place where you could not make money; but that is wrong. You can both make and save money by applying the cost system to the office.

What Is Cost?

This is a question that is prominent in all business circles at the present time, for the printer is not the only one who has run against the adamantine wall of solid facts regarding his financial condition.

In answering this proposition a little thought will show that the facts and figures that prove our costs may be logically divided into three classes and our costs thus bunched or compiled into three items:

The cost of ownership,
The cost of running,
The cost of labor.

To which some would add a fourth classification — the cost of selling. But for the smaller houses this is better included in the cost of management or running.

The cost of ownership is the fixed irreducible cost of holding the plant whether active or idle, and does not change with the amount of business transacted or goods manufactured. It includes such items as:

Interest on investment in plant,
Insurance on plant,
Taxes on buildings,
Rent, if the building is not owned, and
Depreciation.
Any expenses for care of plant not in use.

These costs go on whether the plant is used or not, and are not reducible by any tricks of bookkeeping or management.

The cost of running covers the power, heat, light, repairs, oil, waste, rollers, and other sundry expenses that are chargeable against the various departments of the plant when in active use in addition to those noted above under ownership cost.

These costs are amenable to reduction by good management and careful handling and will vary also according to the proportion of times the plant is kept running.

The labor cost is the actual wages paid for all the labor employed, whether productive or nonproductive, and is represented by the total of the pay-roll.

The labor cost is subject to variation — according as the management of the plant is good or otherwise and also according to the time the plant is kept running.

The cost of supervision, management, foremanship, or whatever you wish to designate it, is part of the labor cost, as without labor you would not need supervision. This includes the office force.

The cost of advertising and selling the product is for convenience and simplification of most of the cost systems in use treated as part of the office or supervisory cost; but there is good reason for separating it in the calculation and viewing it as a separate item, even though eventually distributed over the departments with the other overhead or general costs.

To commence with the item of interest on investment. This is divided into two parts — interest on the amount invested in the plant (machinery, type, stock, supplies) and the amount invested in bills receivable and balance in bank. This can be easily ascertained from the books, and forms the first item of real cost and should be distributed over the departments according to the investment in each. And in figuring up this investment do not take a much depreciated book value, but have an appraiser make a valuation for that purpose, or take present invoice value. The division by departments naturally brings to the office the office fixtures and the working capital, as it should. This interest has usually been taken by the cost expert at six per cent, but should be taken at the legal rate in your State, as that is what you are paying if you have any borrowed capital.

Then comes insurance on the plant, which will be at the best rate you can get from the insurance companies, and will naturally divide among departments on the same ratio as the interest — the value of each department.

Then you will have taxes — an item you can not control. This also is divided according to valuation of plants in each department. All States do not tax a manufacturing plant, so this item will only occur in those that do.

A very important item is the next — depreciation — and most printers do not charge enough for it, and consequently find themselves, at the end of a few years, with a worn-out plant and not enough money to replace it. This is also divided according to plant's valuation; but the amount should be set aside in a separate fund to be used only to pay for renewals after crediting the fund with the price received for the old machine. It should never be used as ordinary business capital, nor for repairs, and when used for any other purpose should be borrowed and interest paid to the fund just as if the money was obtained outside.

The next item of rent is a very much misunderstood one, many printers who own their buildings failing to charge the business with the same rent they would ask an outsider for the same space. This is all wrong. You must pay taxes, repairs and interest, and are entitled to a profit on the money invested in real estate.

The item of rental should be divided through the departments according to the actual floor-space occupied by each department and not the theoretical amount you think it should have.

So much for ownership expense or cost. It goes on forever, like the brook, and whether you are using the plant or not.

When you start to run the plant, the first expense you add is light, heat and power, and these will vary according to actual use in each department — power being distributed

by actual use; heat being sometimes included in the rent, but if not should be divided according to floor-space used by each department. This also is usually a fixed expense. The other costs of running are the purchases for department use which are directly chargeable to the department in which they are used.

The labor cost is chargeable directly to the department in which it is used and is easily placed; but it will not bear a direct ratio to production, as many plants must hold a large proportion of their hands during idle time. In this cost may be included the foremen of departments, and a portion of the superintendents' or proprietors' salary.

This divides to the department all expenses except advertising, selling, and office expenses, which should be prorated according to the proportion the total of the above items for each department bears to the whole.

All these items are included in your costs, no matter how small or how large your plant is, and until you know just what each of them amounts to you can not know what the total of all of them is, and what the true cost of your product is.

It is quite probable that when you first learn your true cost you will hardly be able to believe it is correct, and will hunt for flaws in your cost system or errors in the records. This will do you good, as it will make you more familiar with the basic factors of cost —

The cost of ownership,
The cost of use or running,
The cost of the labor,
The allowance for profit.

You can not omit any of them and survive in the struggle for business supremacy, and you should pay especial attention to the primary cost of ownership, for when this factor is too large it shows an overequipped or ill-balanced plant and a state of affairs that needs immediate attention. This is the condition that has led many foolish printers in days gone by, and not a few at the present time, to trifle with that seductive lure to destruction — "the filler." And it is the omission of some of the charges or costs comprising this ownership cost that has swallowed up the illusory profits that were supposed to be in the busy seasons when the man in charge of the workshop felt as if he was working a gold mine.

Just stop a few minutes and think what it means to omit interest on your capital and see what it amounts to. The ordinary printing plant will do a business of about twice the invested capital or possibly two and one-half times with extra good management and all costs taken care of. Now suppose we take a $20,000 plant — that is, a plant with, say, $15,000 equipment and $5,000 of working capital. At six per cent, the interest charge will be $1,200 a year, and the depreciation, at the lowest safe figure, $1,500. Here is a charge of $2,700 against a business of from $40,000 to $50,000, or 5.4 per cent on the larger amount and 6¾ per cent on the smaller. This is part of the cost and should carry a share of the profit, so that the omission of these two items would mean almost all of the profit if it were figured at ten per cent on the selling price, and a big share of it if figured as twenty per cent of the selling price.

The same illustration is just as applicable to any other item of ownership cost left out, but this particular one admits of easy demonstration.

Yet we have heard otherwise intelligent printers declare that interest on capital was an unjust charge to the customer — and that in these enlightened days of cost education.

The Inventory and the Cost System.

One of the mistakes made by many printers who are really anxious to know the true cost of their product is in the very beginning of the installation of the cost system.

All cost systems recognize as one of the important factors of the system the various charges on the capital invested, such as interest and depreciation, and these vary according to the investment; therefore it is absolutely necessary for the first step in cost-keeping, or rather cost-finding, that a correct inventory of the plant should be made and recorded.

By a correct inventory, we do not mean an appraisal of present value as made for insurance protection by an appraisal company, but an absolutely complete list of every item in the plant properly classified and departmentized and priced at the invoice price or the price at which it could be bought new to-day. That is just what we mean — the price it would cost new to-day.

Why? Because it originally cost that and you have allowed it to go on without laying aside the proper amount of depreciation to replace it when worn out. Of course, such an inventory would not be accepted at its face value by an insurance adjuster; but it would be taken as a basis from which to deduct depreciation and you would be sure to get a larger sum than if you offered a depreciated inventory value as a basis.

Again, it has been enunciated by the American Printers' Cost Congress at its several annual gatherings that ten per cent of the original cost is the proper annual depreciation on machinery, and other percentages on original cost on other items of the printers' equipment. Therefore, the inventory at original cost is the only one that will give the necessary data.

Now as to the manner of making and keeping this inventory. You can write it in a book and rewrite it every time you make changes or soon have it all confused with additions and crossings out; or you can write it on loose-leaf sheets and only have to rewrite separate sheets occasionally; or, best of all, you can make it on index cards and not have any rewriting to do, as it then becomes a perpetual inventory, and any additions or erasures can be made to any item without disturbing the rest of the inventory.

The manner of doing this is to provide a supply of 3 by 5 index cards printed with the form as shown in Fig. 1, and use a separate card for each font of type, border, or rule, a separate card for each press or machine, or piece of furniture. Items of small value, of which there are a number practically alike, such as composing-sticks, or mallets, or planers, can be grouped and one card used for each group. Likewise cabinets or stands uniform in size and value can be grouped; but as it is only necessary to write the item once, as little grouping should be done as possible.

After a complete list is made out and priced it should be divided into departments according as the items listed are used in the several departments. This is facilitated by having the cards for each department of a different color. The cards in each department should be arranged alphabetically to facilitate easy reference.

Having your cards arranged in departments and grouped in the department, a summary of each department should be made and transferred to a 5 by 8 card (Fig. 2), using one card for each department.

On this department card deductions can be made to give you a depreciated book value, but it is not advisable, as after a few deductions it will run below what you will want to claim as real value in case of fire loss.

This inventory is to be kept up to date by regular

monthly additions of all purchases and deductions of all articles sold or junked. In fact, the easiest way is to see that all bills are regularly checked to the inventory when entered on the books. If this is done you have an actual up-to-the-minute perpetual inventory with the minimum of clerical labor, and in making up your cost sheets all you have to do is to carry the totals of each department to the proper column on the sheet and the proper percentages to the interest, insurance, and depreciation columns.

If this was thoroughly understood there would be less using of the replacement fund for repairs and finding it depleted when the time came for the replacing of the machine or materials.

A Method of Knowing Progress.

Have you ever witnessed the excitement and almost consternation that comes over the office of the average printery when a customer " calls up " to know how his work is coming on and what the prospects are for keeping the promises

ARTICLE BOUGHT FROM

DATE OF PURCHASE	QUANTITY	LIST PRICE	NET PRICE	SOLD OR DESTROYED	PRESENT VALUE	REMARKS

Fig. 1.— Form for inventory index card system, natural size.

Do we hear some one still ask, " Why invoice value? " Well, unless you do take invoice value you will find that at the end of the period of four, five or ten years you will have on your hands a useless or out-of-date lot of type or machinery and not enough money in the depreciation fund to replace it; and that calls to mind that depreciation is not the right name for that item — it should be called " replacement fund " and would be better understood under that name. The real depreciation fund is the expense item of repairs, which serves to keep things in working order.

made on it? Especially is this so when the job is about due for delivery or behind time.

Then comes a general hustle around the shop or a call from department to department until the job is located and its progress noted. Then if all is not right there is a general recrimination between departments in the endeavor to shift the blame.

The customer is given a guesswork answer and possibly a promise, while a few of the better-managed plants are able to trace the job and give a decided answer.

INVENTORY TOTALS,_____19____

DEPARTMENT	TOTAL LIST PRICE	TOTAL NET PRICE	TOTAL DEPRECIATION	PRESENT NET VALUE	REMARKS

Fig. 2.— Summary card for listing items for each department, reduced.

This annoying problem has bothered many proprietors and superintendents, and much gray matter has been exhausted in the effort to solve it satisfactorily, but the best we have yet seen is in use in a fair-sized plant in the East, handling a large number of hurried jobbing orders in connection with high-grade catalogue work. The little blank shown herewith tells how they did it.

The system is as follows: Every day about twenty minutes before quitting time at noon and night the foreman of each department sends to the office a memorandum of the numbers of the jobs passed on to the next stage, and before leaving the office clerk or order clerk enters these on the blank, so that at any time a call is made regarding a piece of work there is a record in the office not over three or four hours old, and it is only necessary to inquire of the department to which it had been passed at last report to find out exactly what the status is, and usually the report will show nearly enough to enable the clerk answering the query to satisfy the customer.

When the call is made he simply looks up the order number and refers to the blank to find out just where the job is and calls that department for further information if needed.

Copy received.	Stock received.	Ruling done.	Proof sent.	Proof returned.	Job No.	Comp. done.	Sent to press.	2d color to press.	In Bindery.	Job delivered.
					1					
					2					
					3					
					4					
					5					
					6					
					7					
					8					
					9					
					10					
					11					

FIG. 3.— Blank on which heads of departments make daily reports on progress of work.

This blank (Fig. 3) is most conveniently made with fifty faint lines to the page, each thus covering fifty jobs, and the numbers 1 to 50 and 51 to 100 are printed in so that they act as a guide and prevent omission. The number of hundreds are then written in front of the printed figures thus, 470-1.

It will take an ordinary girl about ten minutes twice a day to keep the record, which is done by writing the date into the proper column, or a small rubber dating-stamp of the kind known to the trade as card-index daters can be used.

The column headings can be made to suit any number or kind of departments and as many as are needed. The blanks are kept in a clip or file so long as any job on the sheet is not completed, and removed when all are finished, the absence of the sheet being positive proof that the delivery department has reported the job out.

In the office in which this blank originated the manager found it quite a time-saver for himself and his foremen.

Office Corrections.

There has been considerable discussion among the users of cost systems as to whether office corrections should be considered as chargeable or nonchargeable time, and the advocates of the chargeable view seemed at first to have a sound basis in the fact that they were a necessary part of the production of the work, and often the part that made the finished job most valuable.

But let us consider the other side of the question. The customer leaves an order with the printer for a perfect job, and is perhaps attracted to that particular printer by his style. He does not know or care to know how the printer achieves the style, and would only be bored by a description unless he thought he saw where he was being unfairly treated. He is entitled to have his work done in the most economical manner and to pay for every hour justly put in on the job, but he will resent being charged for what he assumes is making good erroneous work by the printer.

If you tell him his copy needs preparation and that the layout man or designer had to spend an hour and a half getting it ready so as to save time in the actual typesetting he will pay the bill without a murmur, but just tell him there were thirty minutes of office corrections to improve the style and he will at once protest against the charge.

Think this over seriously, and also consider that a competent layout man in a plant employing six to ten compositors on jobwork will save fifteen per cent of the time usually put on the tickets as composition, and you will realize that he is right.

Therefore, it has been decided by the best authorities that office corrections are evidences of imperfection in the handling of the work or incompetence on the part of the workmen and a general expense on the plant, and therefore nonchargeable so far as the customer is concerned.

But, you will say, he pays for them anyhow in the higher hour rate your cost system will show. He does for a little while, but only until you begin to analyze your costs and find just where the trouble is that is raising the hour rate. Then, if you are a business man, you remove the cause by employing a layout man or getting more competent help.

Office corrections really should not exist and are therefore a nonchargeable item.

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Addressing Machine with Dater.

(1371) "We are in search of an addressing machine with dater, for use on statement forms. Can you advise where such a machine can be procured? What we mean is an addressing and dating machine in one."

Answer.— We do not know that such a combination is made. If a machine of this character is on the market, this inquiry may serve to bring the information.

Facsimile Confederate Money.

(1379) "Will you please send me the address of one or more companies who manufacture facsimile Confederate money for advertising purposes? Could use either plates or stock sheets, left blank on one side for printing in the ad."

Answer.— We are unable to help you. Perhaps the publication of this inquiry may bring the desired information.

Acids for Etching Zinc.

(1364) "Can you tell me what acid is used to etch down zinc — common work? Have you the book on 'Half-tone Process' by Julius Verfasser?"

Answer.— There are several acids used, singly and in combination. Usually you can obtain results with nitric acid and water. Full details are given in any handbook on photoengraving. "Verfasser's Half-tone Process" is sold by The Inland Printer Company; price, $3.

Wood Mounts for Large Calendars.

(1353) "Do you know of a concern that makes a specialty of wood strips to be placed on the top of large calendars?"

Answer.— Wood mounts for large calendars may be purchased from the G. S. Stewart Company, Norwalk, Ohio, manufacturer of wood specialties for furniture dealers. We are of the opinion, however, that you can secure suitable mounts from any manufacturer of wood molding.

Box and Maple Wood for Engravers.

(1360) "As a reader of your valuable paper, would you kindly give us the address of a box and maple wood manufacturer for engravers' use; also the address of a firm that furnishes a leather printing surface for colorwork, etc.?"

Answer.— The Hamilton Manufacturing Company, Two Rivers, Wis., and the Star Engravers' Supply Company, 83 Fulton street, New York, can furnish you wood; the patent leather may be secured from J. M. Kerstein, 317 West Lake street, Chicago.

Embossotype Process.

(1358) "I have been given to understand that there is a firm in Chicago that manufactures the auto-embossing machine, a process which does embossing work without cuts or dies. Would you kindly furnish me with the company's address, or, better still, put its officers in communication with me at their earliest opportunity?"

Answer.—The Crump Embossing Process Company, 638 Federal street, Chicago. We have asked the company to send you particulars.

Metal Campaign Buttons.

(1310) "We would like the address of the firm making steel campaign buttons. We understand they are manufactured in Chicago."

Answer.— The only campaign buttons of this character are manufactured by Joseph L. Lynch & Co., 77 West Washington street, Chicago. These buttons are lithographed in steel and may be had with a patented holder or with an ordinary pin.

"Buster Brown" Postals.

(1355) "Where can we obtain post-cards of the series 'Buster Brown Kids,' etc., or where can we obtain plates to print them ourselves, in one and two colors?"

Answer.— The "Buster Brown" series of post-cards is no longer on the market. All of the popular designs are copyrighted, and you would be required to get permission of the artist to use such a term as "Buster Brown" in any card series. We have requested a prominent specialist in post-cards to send you full particulars as to the latest designs.

Cloth and Paper Card Cases.

(1361) "I am looking for an inexpensive card-case. I want something to give away with visiting-cards, and as we sell lots of cards we can not afford anything too expensive. There are cases on the market made of cloth and paper, but I do not know who makes them. Would you kindly give me the names of a few makers?"

Answer.— Henry Runtz Paper Box & Novelty Company, 56 West Kinzie street, Chicago; Barnes-Ross Company, Indianapolis, Ind.; Bates Brothers, Athol, Mass.; W. B. White & Son, Boston, Mass.; Parisian Novelty Company, 153 West Twenty-second street, Chicago; John B. Wiggins Company, 63 East Adams street, Chicago.

Arrow Spinners.

(1363) "We desire information as to where we can procure arrow spinners or spindles which are to be used on game boards. The metal could be of tin, brass or other metal. Realizing that you are more than likely to know of some firm which does this grade of work there in the city, we believe that we would save time by deriving this information from you."

Answer.— Numerous inquiries have failed to elicit the information desired. We can find no die stamper who carries these in stock, but have asked a diemaker to write you regarding dies for such purposes.

Gelatin for Lantern Slides.

(1365) "I wish to express my appreciation for your efforts in trying to find some suitable material which I would be able to use as a medium for lantern-slides and one which would take printing. The sample of gelatin which you sent me is, I believe, a good material, in that it is stiff enough to be printed easily and should take a half-tone nicely. However, there is one objection which I find with it, and that is that, as gelatin is soluble, a damp or slightly perspiring finger will leave a print which is very detrimental, and under magnification on the screen shows up badly. I have thought of two ways to overcome this, and that is to handle the gelatin with rubber or cloth gloves while printing or else have a coating prepared into which it could be dipped and not destroy its transparency. This would prevent finger-marks."

Answer.— Gelatin sheets may be secured in thicker grade if desired, and in printing may be handled by rubber finger-tips if needed. However, if the feeder will put talcum or magnesia frequently on his fingers he will not mar the sheets. If greater opacity is desired in printing it can be secured by using gold size and then bronzing with "black" bronze.

Curved Plates for Printing Envelopes.

(1357) "Can you give us any information regarding stereotyping and the use of curved stereotypes on Harris automatic presses? We are engaged in printing envelopes on bond paper and are rather doubtful as to the possibility of stereotypes lasting long enough to make it pay for putting in a small plant of our own. Any information that you can give us or addresses of any firms doing this business will be appreciated."

Answer.— The making of stereos for cheap work can be carried on in an economical manner with an outfit made by Henry Kahrs, 240 East Thirty-third street, New York. It is the cold-stereo process. We would advise the use of electros for printing envelopes of the better grade. Stereos will answer well enough for manila and kraft envelopes, but if the runs are long and you desire satisfactory work, use electros only. Where the runs are very large, nickel or steel faced electros will outlast any other kind except possibly the new Aluminotype process plates made by the Rapid Electrotype Company, of Cincinnati, Ohio.

Repairs for "Chicago Chromatic" Printing-press.

(1354) "We require some repairs for our 'Chicago Chromatic' printing-press, made by Messrs. Sutterlin, Classen & Co., of your city, some thirty-five years ago. Will you be kind enough to inform us if you know of an iron-founder or machinist in your city having the patterns, etc., for making repairs for the Chromatic press?"

Answer.— The manufacture of this machine was discontinued years ago and parts for it are not to be had. Write any of the following printing-press machinists, advising as to the patterns worn or broken. Robert Tarrant, 323 West Illinois street, Chicago; B. & A. Machine Works, 317 South Clinton street, Chicago; William Dietrich & Co., 132 South Clinton street, Chicago; Union Printing Press Repair Company, 215 West Congress street, Chicago; Driscoll & Fletcher, 164 Ellicott street, Buffalo, New York.



View from the Julien Dubuque Monument, Three Miles Below City of Dubuque, Iowa, Marking the Spot Where Julien Dubuque Settled in 1788.
Photograph by Rigdon, Dubuque, Iowa.

Copying Ink.

(1362) "I would like to know of a good method to work copying ink."

Answer.— To secure the best results with copying ink, it is necessary to use hard rollers, and while running the ink, spray or add occasionally a drop of glycerin. It is a good idea to remove a small quantity of the ink from the can and add a few drops of glycerin to it, using it as needed. Do not add glycerin to the entire can, as it tends to absorb moisture from the atmosphere, and will soon render the ink too thin if it is left uncovered. Mix only for present needs.

Liquid and Paste Driers.

(1367) "I am anxious to purchase a book on inks. Would like to get a book that would tell me a good formula for a paste-drier? If you have any book that touches on the ink subject or know where I can get one, I will be obliged to you for the information."

Answer.— Liquid and paste driers are treated and formulæ given in "Modern Printing Inks," by Alfred Sey-

mour, and "Oil Colors and Printing Inks," by L. E. Andés. For sale by The Inland Printer Company; prices, respectively, $2.10 and $2.60. A mixture of pulverized borate of manganese and boiled linseed oil, in proportions to suit the needs of the particular case, makes a good paste drier.

Waxed Paper.

(1369) "Can you please inform us where we can secure a waxed paper like the enclosed sample, which is used in the government stamp books?"

Answer.— Hollingsworth & Whitney Company, 60 India street, Boston, Mass.; Nashua Gummed & Coated Paper Company, Nashua, N. H.; Hammerschlag Manufacturing Company, 232-34 Greenwich street, New York (Chicago office, 8 South Dearborn street); Sterling Wax Paper Manufacturing Company, Newark, N. J.; Crystal Paper Company, Middletown, Conn.

Presses for Printing Tickets in the Roll.

(1359) "We are anxious to obtain information in regard to the best and cheapest machinery for the production of admission tickets in the roll. Kindly furnish us with this information, and if possible ask the manufacturers to send us full particulars."

Answer.— We have asked the following manufacturers of presses especially adapted to this work to forward full information regarding their machines: Toledo Web Press Manufacturing Company, Toledo, Ohio; Gibbs-Brower Company, 261 Broadway, New York; The Regina Company, Marbridge building, Broadway, New York; Meisel Press & Manufacturing Company, 944 Dorchester avenue, Boston, Mass.

"Art Press."

(1350) "Some two or three years ago I saw an advertisement — I believe in your publication — of a platen press styled 'Art Press,' and the address of the makers or agents was Boston, Massachusetts. I have made inquiries since, but no one seems to know about any such press. It is not the 'Art Caxton' or the 'Universal.' Will you be kind enough to send me the name of makers?"

Answer.— It is our information that the press referred to is made by the Golding Manufacturing Company, formerly located at Boston, but now of Franklin, Massachusetts.

Wax for Defective Rule Corners, Cuts, Etc.

(1366) "Some ten years ago I bought a small can of wax substance that was used to fill bad places in cuts, rule (corners), etc., and want some more. Do you know of anything that is on the market to-day that is used for that purpose. The wax can is a box about 2 inches in diameter, and I think I obtained it through you."

Answer.— We have been unable to find any record of your having obtained a compound through The Inland Printer, and therefore regret our inability to state what particular wax you have reference to. The following materials are used at times for the purpose of closing up bad joints in brass rule, etc.: Tin-foil, beeswax, embossing compound (Micheners') and amalgam of tin (tin-foil and mercury rolled into a mass like putty).

Japan Driers.

(1351) "Can you favor me by giving a recipe in your columns for a cheap, quick japan drier?"

Answer.— Japan driers consist principally of resinous gum, oil of turpentine and asphaltum. If you desire the drier for the sake of accelerating the drying of ink or varnish, then we would advise the use of the commercial driers, such as liquid drier, or others. However, if you wish to make a drier that will be reasonably cheap, take one quart of linseed oil and boil for one hour in a vessel that will hold at least a gallon. Add slowly twelve ounces of pulverized binoxid of manganese, and stir. This operation should be carried on carefully to avoid fire, as the vapors from the oil are inflammable when the temperature rises. If you desire a good drier and wish to avoid the trouble of making it, write any manufacturer of printing-ink or maker of varnish.

Roller Composition.

(1372) "Will you please inform me through The Inland Printer the proportion of glue, glycerin, paraffin oil and any other substances that are used in the making of composition rollers?"

Answer.— Dark glue, 8 pounds; brown sugar, 2 pounds; glycerin, 6 ounces; balsam copaiba, 2 ounces; oil of cinnamon, ¼ ounce. It is prepared as follows: Soak the glue in water until it is flexible, then pour off the water and place the glue on a board to drain. Then place it in a double boiler and heat slowly. When it is melted and is fairly thin, add the sugar slowly and stir constantly. Turn off the heat and add the glycerin and other ingredients. Strain through a brass wire screen into oiled molds for future use. When the composition is hard, wrap in paper that is coated with castor-oil. The essential oil used will tend to prevent decomposing or molding of the composition.

Mica for Lantern-slides.

(1356) "Where can I secure hand-selected mica. I want this material to use for lantern-slides; the ordinary mica will not do. I have seen mica with no streaks in it which would suit my purpose very well."

Answer.— It is almost impossible to procure clear sheets of mica that will not show streaks when highly magnified, as in the case of lantern-slides. We believe you can do better by using sheet gelatin. This material is water white, and may be obtained in sheets 17 by 21 inches at $6 a hundred from retailers. If you use a great deal of the material you may secure better prices from the manufacturers — the Buffalo Transparent Products Company, Buffalo, New York. Mica of the best grade may be obtained from: American Mica Mills Company, Bryant & West Sixteenth street, Denver, Colo.; R. K. Preston & Co., Monadnock building, Chicago; United States Mica Company, 234 La Salle street, Chicago.

Facsimile Typewritten Letters.

(1370) "I should esteem it a courtesy if you would tell me where I can get the most complete information as to the most up-to-date apparatus and methods for handling facsimile typewritten-letter work as done by printers, not by users of what are known as form-letter duplicating machines."

Answer.— Various methods are used by printers in producing facsimile typewritten-letter work. One of the largest Chicago concerns doing this class of work uses a Harris automatic press, on which the head of the letter is printed in black while the body is printed in color, in imitation of typewriting. Other form-letter printing-houses use special attachments to platen presses. An attachment is made by the Miller-Bryant-Pierce Company, of Aurora, Illinois, that can be put on a Gordon press. It has a shifting ribbon that passes over the form and is unwound from one end while being wound up on the opposite end. This attachment is inexpensive and can be operated by any one who can run a press. The H. M. Van Hoesen Company, of

Chicago, a form-letter printing concern, uses a special attachment to platen presses which is an invention of the head of the company. It is our understanding that the apparatus can be purchased by any noncompeting printer. Another way to do this work is to take a piece of silk bolting-cloth, placing a hem on each end so as to place over the two grippers. The form is made ready first, and when ready to run the fabric is slipped on the grippers. The form prints on the silk and the ink goes through on to the paper, giving clean printing, closely imitating typewritten work. Some printers fasten the fabric over the type and run the rollers over the fabric. This method does not give as good results as where the silk piece is attached to the grippers. It is also more difficult to handle in locking up forms.

Paper Vessels.

(1368) "Will you kindly furnish me the name of a manufacturer who would be likely to make for me an article similar to the paper drinking-cup? I mean similar in shape but for an entirely different purpose."

Answer.— We refer you to the following list of paper-cup manufacturers, any one of whom may be able to fill your order: Hogan Envelope Company, 319 West Ohio street, Chicago; Sanitary Drinking Cup Company, 339 South Wabash avenue, Chicago; Stone & Forsyth, 67 Kingston street, Boston, Mass.; E. J. Samson & Co., 733 Broadway, New York; American Paper Goods Company, Kensington, Conn.; Chicago Oyster Pail Company, 504 South Green street, Chicago; Dennison Manufacturing Company, 26 Franklin street, Boston, Mass.; Kuhmarker Manufacturing Company, 368 Greenwich street, Manhattan, New York; E. J. Spangler, 1237 North Howard street, Philadelphia, Pa.

Establishing a Private Printing Plant.

(1349) "Will it be possible for you to advise me in the matter of purchases of an equipment suitable for good printing of office forms, leaflets, booklets, catalogues, forms, etc., and the using of electrotypes? I had estimated a good equipment would save me much time and some cost, and thought of purchasing one of the many office machines so much advertised, but upon consideration felt that a press would do the work better. Would you consider that printing could be done by an apprentice with practice, or would you advise me to buy one of the office machines, or turn my work over to a printer?"

Answer.— We would strongly advise against the establishing of a printing-office to do your own work, unless your printing bill amounts to many thousands of dollars each year. Even then there is a question as to whether you would get the same results secured through regular printing concerns, for the money invested. Poor printing is absolute waste, and it would be necessary for you to install good presses and the best of type if you want first-class printing. Not only this, you would be required to employ an A-1 printer and pressman at a good salary. Apprentices do not turn out such work as submitted in your letter. We might also state that it has been the experience of employing printers that the biggest profit lies in the best-paid and most competent printers. The composition of a job has much to do with its power to gain and hold the attention, and it requires study and experience to master the art of good typographic display. In connection with your inquiry, we might state that many employing printers throughout the country have been doing work actually at less than cost, and it is few indeed who have been receiving returns higher than six per cent on their investment in the business. Some business concerns have established printing-offices to do their own work, chiefly on account of the fact that it would be a great convenience, and not because there would be any money saved on the proposition. If you feel that the contemplated step is necessary for convenience and to facilitate the getting out of your work, we would be pleased to advise you further in the matter.

Filler for Brass Signs.

(1352) "We are desirous of obtaining a good all-around formula of a filler for brass signs. We have before us the instructions you gave in one of our past issues of THE INLAND PRINTER, relating to blackening brass signs with liver of sulphur, but that will not fill our wants. What we desire is a filler, not merely a process of blackening the metal. We have tried black enamel, but consider it too brittle. We have also tried wax, asphalt, pitch, tar, but whether we do not mix these agencies in the right proportion or not, or whether we apply them improperly, none of them seems to work satisfactorily. With some of the above, when certain metal polishes are used on them, they cut the filler. If you can give us a formula of an agency that will adhere strongly to this metal, and that can be filled instantly, and still withstand almost any and all polishers or polishing solutions, we will be very grateful to you for same."

Answer.—A burned-in enamel may resist the action of various abrasives or acids used in polishing. A lacquer which resists heat and acid liquids, *but not alkalies,* is obtained by heating fine thick liquid amber varnish in order to render it thin enough to apply with a brush. When dried sufficiently the article is heated until it begins to smoke and turn to a dark color. A second application gives a fairly good coating that resists acid bodies, but is easily attacked by alkalies. Here is another: Add 0.5 parts of crystallized boracic acid to 100 parts of spirit varnish. When absorbed add sufficient lampblack to give it a body. Apply as needed. To the lampblack add a trifle of vinegar before adding to the varnish. The following is a chemical point that may be of value: Add fine copper filings to flowers of sulphur, and when this is heated it furnishes a black mass that will not be dissolved by acids or alkalies. Your problem is to apply it to the signs. If the incisions in the sign are narrow and deep it will present no difficulty in using the material dry, but if the surface is flat and but slightly depressed mix the material with glycerin.

Standard Gauge Pin Company.

(1380) "Will you please furnish us with the address of the Standard Gauge Pin Company?"

Answer.— We have been unable to learn where this concern is located. Your inquiry published here may bring the information.

OBVIOUS.

"My husband has deserted me and I want a warrant," announced the large lady.

"What reason did he have for deserting you?" asked the prosecutor.

"I don't want any lip from you — I want a warrant. I don't know what reason he had."

"I think I understand his reason," said the official feebly, as he proceeded to draw up a warrant.— *Exchange.*

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-Setting Contest No. 34.

There were just sixty ads. submitted in THE INLAND PRINTER'S Ad.-setting Contest No. 34, and among these are many that are excellently arranged and attractively displayed. When the copy for this department was prepared the vote was nearly all in, but it was impossible to say which of the ads. would win. Everything will be ready for the January issue, however, and several of the best ads. will be reproduced, together with the names and photographs of the compositors who set them.

Some Comments on "Wheelock's Weekly."

Among the papers received for criticism this month are several copies of *Wheelock's Weekly*, Fergus Falls, Minnesota. In sending these papers Publisher H. M. Wheelock enclosing (under separate cover of course) two or three copies of the same month in 1911, and also one or two of the current numbers.

The township correspondent headings are in the hands of electrotypers now for replacing, as they have grown not gray but too black in the service. For the rest, I should enjoy criticism, and am not looking for praise. I know the good points well enough. I do not see the weaker ones. THE INLAND, thirteen or fourteen years ago, did a like service for me which was of value.

Yours truly, H. M. WHEELOCK.

P. S.— I should dislike to be accused of tendering advice to a department so practical and full of good things as yours is. I can, however, give you a suggestion from my own experience, wondering whether others feel the same or not. Whenever the "front pages" of newspapers are reproduced, I study them carefully and at length, first with the naked eye, then with a reading-glass, and many times after that with a small microscope, to get not only the impression of the general effect, but to note the style of writing heads, etc. In the past I have frequently sent postage for sample copies of papers you have referred to



First pages of issues of *Wheelock's Weekly*, Fergus Falls, Minnesota, of 1910, 1911 and 1912. The same conservative, well-balanced arrangement is shown throughout.

writes a very interesting letter, which I will reproduce just as he sent it, as it is sure to be of interest to all readers of this department:

FERGUS FALLS, MINN., Nov. 8, 1912.

Mr. O. F. Byxbee, Chicago.

DEAR MR. BYXBEE,— Two years ago I sent you (or thought I did) several copies of my newspaper for criticism. They have just been unearthed from behind a safe where they slipped half way down. I exonerate both you and the Postoffice Department in a case which has been marked "for criticism" in my mind ever since.

So I am trying again. This time I enclose one of the original papers of 1910, and, to make a fair presentation of the newspaper, I am also but not reproduced. Thus you see what my suggestion is: That more reproductions be given. You can counter, if you like, by: "What is the man thinking of? We reproduce from one to four or five every month." My idea is a page at least, or possibly two pages, of selected front pages each issue. The size may be small, even smaller than your usual reduction, because the casual reader can see the type and heading arrangement just as well thus as with the size you use, while the real student can not read the type even with your present size. I hope you will not think this obtrusive. Of course I know nothing of your limitations of space, material, etc. Yours, H. M. W.

Letters like this are always welcome, particularly when they not only criticize but offer suggestions for improve-

ment. In future issues an effort will be made to give more first-page reproductions, even if space will not permit making them as large as they have been in the past. Mr. Wheelock refers to a previous criticism of his paper, and my records show that a comment was published in THE INLAND PRINTER for August, 1900, and again in August, 1901. In this connection it may be interesting to readers to know that an alphabetical index is kept showing


Wheelock's Weekly.

THE COUNTY AND STATE

THE NATION FOR WOODROW WILSON FROM THE ATLANTIC TO THE PACIFIC

COURT WILL COME NEXT

DIVORCE CASES AT WHOLESALE

WILLIAM FARAN DIES AGED 64

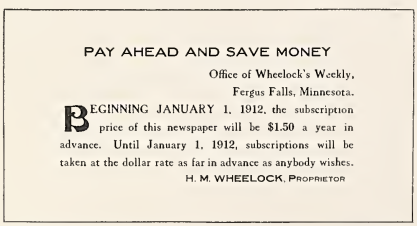
IN BARRACKS AT A MARINE CAMP

COMMENT BY ONE OF THE OLD ONES

FINAL OFFER OF HOLIDAY STAMPS

Even the result of the election did not induce Mr. Wheelock to use larger type — he just broadened out a little.

every paper that has been criticized in the last fifteen years, together with the dates. This record shows that during these years no less than 1,858 papers have been actually criticized, not including hundreds of others which have received comments for various special features. Although hundreds and thousands of papers are received, none is


PAY AHEAD AND SAVE MONEY

Office of Wheelock's Weekly,
Fergus Falls, Minnesota.

BEGINNING JANUARY 1, 1912, the subscription price of this newspaper will be $1.50 a year in advance. Until January 1, 1912, subscriptions will be taken at the dollar rate as far in advance as anybody wishes.

H. M. WHEELOCK, PROPRIETOR

Envelope slip used by *Wheelock's Weekly* to advertise the approach of an increase in subscription price. The original is in two colors.

criticized unless a specific request is made. *Wheelock's Weekly* was among those papers which early took advantage of this opportunity, and it is a pleasure to have the privilege of examining later issues. I am reproducing the first pages from issues in the middle of October, 1910, 1911 and 1912, and it will be noticed that there is very little change in the arrangement or style of heads. Even the result of the recent election did not induce Mr. Wheelock to use larger type — he just broadened out a little. The heads are good, however, and the pages are well balanced. Mr. Wheelock asks for criticism, but he has already pointed out practically all of the weak points in his paper. Once in a while a little plate matter is used, and I noticed that not quite as much care is taken in handling this as there is in handling the type. It takes a little more use of the saw, but plate items should be just as carefully graded and as evenly spaced as type. About a year ago the subscription price of *Wheelock's Weekly* was increased from $1 to $1.50, and among the things used to advertise the approach of the increase was an envelope slip which is reproduced herewith.

Other Newspaper Criticisms.

Two other papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Roosevelt (N. Y.) *Spectator.*— There is room for considerable improvement in your paper — in ad. display, make-up and presswork. Much of the type you are using in the ads. is not suitable for newspaper work, as it is too ornamental, and some is too light. In setting the ads. there is too much sameness in the size of type used, too many display lines, and too many different faces of type. The first page is an awful mixture of reading-matter and ads.— try and run the reading-matter all together, at least, even if you are obliged to run so many ads. on this page. In the presswork the impression is uneven and not clear, and the ink is not evenly distributed.

Mansfield (La.) *Journal.*— You are getting out a good paper, filled with attractive ads. A little less rulework and fancy borders is advisable.

Frankfort (Ky.) "Whynot."

Something new in a title for a newspaper is "Whynot." "Volume 1, Number 1," of the Frankfort (Ky.) *Whynot* appeared on October 5; it is a neat six-column folio, filled with news and bright sayings. "Whynot" is certainly a peculiar title for a newspaper, and yet — why not?

Special Edition to Celebrate "Home Coming."

Just previous to "Home Coming" the Shreve (Ohio) *News* published a special issue of sixteen pages that was a distinct credit to that paper and its publisher, L. S. Miley. Red ink was used judiciously, and there were many special features, illustrated with fine half-tones. The advertising patronage was very gratifying.

A First Page with Many Good Features.

W. H. Klein, foreman of the Fulton (N. Y.) *Observer*, sends a copy of the first page of his paper for criticism, and it is reproduced herewith. This page has a number of good points which are worthy of particular commendation. Mr. Klein states that the reason no double-column heads are used is lack of space, but it would only require the sacrificing of about two inches of reading-matter to put a double-column head over the first two columns, or over the third and fourth columns, and this one change is about all the page needs to make it practically perfect. It would be difficult to devise a page with more news items crowded in such small space, and yet it does not appear crowded. There is enough deviation in styles of headings to avoid any sameness, and yet one would not realize at a glance that four different series of type were used. The three gothic headings down in the middle of the page are from a different series than that used for the principal display; but this is a good move, as the same series would not be quite heavy enough to stand out distinctly. Run the eye down the second column and note how nicely the styles of headings are graded down. In this column there are six

different styles, scarcely two alike, and yet there is perfect harmony. It does not seem necessary to make the three gothic headings line across the page; if the short item just


THE OBSERVER

FULTON'S LEADING WEEKLY NEWSPAPER

THE PROHIBITION VOTE IN N. Y.

AUSTRIAN WAS ASSASSINATED

BIDS FOR OAK STREET SCHOOL

A SENSATIONAL "BOSS" SNAP

OUR ALDERMEN CANVASS VOTE

COUNTY MEETING OF THE W. C. T. U.

BISHOP BUHI TO PRESIDE

DARYMEN MEET IN SYRACUSE

OUR CONSUMPTION OF COAL

WILL HAVE A LARGE CLASS

THE NEW PROGRESSIVE PARTY

HAS HE GUNCH SEATED

ROBBERS THROWN IN DITCH

EGGS WILL BRING 60 CENTS

Reproduction of the first page of *The Observer*, Fulton, New York. The most noticeable feature is the nicety with which the headings are graded down.

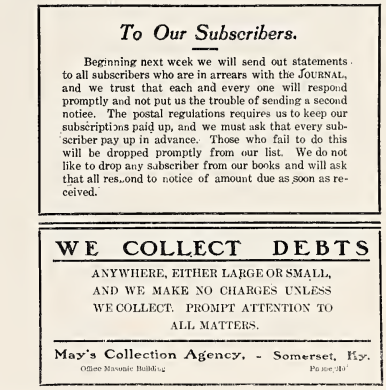
above the black heading in the fourth column had been run at the bottom, and the heading raised that much, the effect would have been equally as good if not better.

Was It Coincident or Intentional?

Reproduced herewith is a notice "To Our Subscribers," urging them to keep their subscriptions paid. This notice was published on the first page of the Somerset (Ky.) *Journal*, and immediately following it, as shown in the reproduction, was the advertisement of a collection agency. No other advertising appeared on the page. Did this just happen, or was it a threat? Aside from this question, however, the notice is a good one, and if not worked too often ought to bring in quite a bunch of subscription money.

Secured Over Three Thousand Subscribers in Five Weeks.

Something in the nature of a record was established by the Canton (Ill.) *Daily Ledger* when it secured over three thousand subscribers in five weeks. The *Ledger* is a new paper, only about two months old, and Canton is a city of less than twelve thousand population, so that the percentage of subscribers to population makes this achievement all the more remarkable. These subscribers were secured without the aid of a premium, a voting contest, or cutting the subscription price. Hugh E. Agnew, the new paper's manager, tells how this record was accomplished, thus: "The *Daily Ledger* was first issued on October 3, and on November 9 our sworn circulation statement was 3,231. These subscriptions were secured on a straight soliciting proposition, by employing high-grade solicitors, covering the territory systematically, and through going back to all skips and making dates for evening meetings for those who could not be seen during the day. Then, in addition, the


To Our Subscribers.

Beginning next week we will send out statements to all subscribers who are in arrears with the JOURNAL, and we trust that each and every one will respond promptly and not put us the trouble of sending a second notice. The postal regulations requires us to keep our subscriptions paid up, and we must ask that every subscriber pay up in advance. Those who fail to do this will be dropped promptly from our list. We do not like to drop any subscriber from our books and will ask that all res.ond to notice of amount due as soon as received.

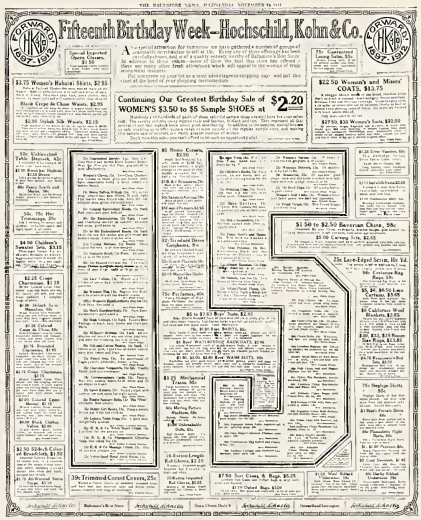
WE COLLECT DEBTS

ANYWHERE, EITHER LARGE OR SMALL, AND WE MAKE NO CHARGES UNLESS WE COLLECT. PROMPT ATTENTION TO ALL MATTERS.

May's Collection Agency, - Somerset, Ky.
Office Masonic Building Phone 40

Did this just happen, or was it a threat? These advertisements were run in this position in the Somerset (Ky.) *Journal*.

Ledger was made a very newsy paper from the beginning, correspondents were secured in advance in all the different centers of population outside of Canton, and many on the


Fifteenth Birthday Week—Hochschild, Kohn & Co.

Full-page advertisement from the Baltimore *News*, accentuating the possibilities of modern-day type composition in newspaper ad.-rooms.

rural routes. Then, by getting out a crackerjack paper with lots of sample copies, we have been able to get a paid subscription-list as above. We think that this is a record."

Some Good Ads. and Some Which Could Be Improved.

It is evident from the ever-increasing number of ads. received for criticism that this subject is one which is of the most interest to readers of this department. Space will permit the reproduction of only a few of the many ads. received, and in selecting the ads. to be shown an effort will be made to use those which will "do the greatest good to the greatest number." Before starting the comments on the reproduced ads. I want to use part of a letter from Edward F. Noble, of the Erie (Pa.) *Times:*

ERIE, PENN., Nov. 10, 1912.

Ad. Critic, Inland Printer.

DEAR SIR,—I am enclosing several ad. specimens for your criticism. I would not like to say they represent my very best, because they were for the most part designed and set under stress of hurrying to make an early edition.

An ad. compositor in Erie who wants to do good work is under considerable of a handicap. The advertisers are for the most part easy going and pay very little attention to the scientific part of publicity. Most anything goes with them, and, as a consequence, most anything is what they get. As none of the department stores provide a dummy with their copy, the custom has been to move along lines of least resistance.



No. 1.



No. 2.

Two good advertisements by Edward F. Noble, of the Erie (Pa.) *Times*. The rulework is a feature.

It seemed to be a rule that each ad. must have a small signature line across the top, and another across the bottom in larger type; a certain amount of space for an "introduction," and the body of the ad. machine-set in one measure and always in blackface, and the department heads set over the proper group of items in such type as would make a good line. It was deadly sin to bring out a special item more prominently than the department head. A deviation from this general plan was resented by the foreman, and the ad. alley at one time received orders to use no rule boxes or two-line figures except when expressly ordered by the store. Conditions are not so bad now, but they affected the standard of workmanship among the Erie ad. printers, and amazingly weakened the pulling power of the ads. As to the enclosed specimens, any criticism or suggestions you make will be appreciated. EDW. F. NOBLE,
Erie Times Ad. Room.

Mr. Noble has described conditions that exist in practically every city and in nearly every office, particularly as to advertisers and compositors following the line of least resistance. The progressive compositor is in a position, by making a careful study of his work, to set ads. which will not only insure himself of advancement, but that will bring greater results to advertisers, and more advertising and larger advertising to the paper on which he is employed. Mr. Noble sets some good ads. and two of them are reproduced (Nos. 1, 2). The heavy outer rule and the lighter



No. 3.

Page advertisement by Will F. Jackson, Plano, Texas. The first line should have been a full one.

inner rule shown in both of these is a feature of his work, and gives a neat and finished effect. The contrast in the display is good and the body matter is just the right size.



No. 4.

By Edward C. Viereck, Albany, Oregon. The matter at the left of the cut should have been set in one size and face of type.

No. 3 is one of three full-page ads., all for the same advertiser, set by Will F. Jackson, of the Plano (Tex.) *Star-Courier*. This ad. is good, but it needs something to break

up the sameness of the body. It would have helped if a different or more prominent panel had been used in the center, with more margin inside the rule. The first line should have been a full line. If no other type was available, possibly the advertiser could have been induced to change the line, or have made it read "Big Fall Opening." Edward C. Viereck, of the Albany (Ore.) *Democrat*, requests criticism on an ad. with the cut run diagonally (No. 4). Placing the cut in this way does not add to the attractiveness or value of the ad., but it was too wide to



No. 5.



No. 6.

Advertisements by Otto H. Paske, Sheboygan, Wisconsin. Not particularly artistic, but they brought record-breaking crowds, thus fulfilling their purpose.

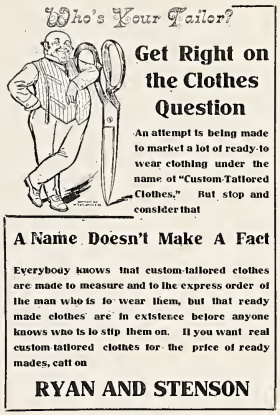
run in any other way. The matter at the left should have been set all in one size and face of type, and if the body at the right had been one size smaller it would have been better. Mr. Viereck also sends two copies of his paper,



No. 7.

Another design by Mr. Paske — well-balanced, neat and attractive.

containing many excellent ads. From a large number of ads. sent by Otto H. Paske, of the Sheboygan (Wis.) *Journal*, I have selected two for reproduction (Nos. 5, 6), not because of their beauty, but because of what Mr. Paske says of them. To tell the truth they don't strike me as very artistic, but the advertiser said that these ads. brought record-breaking crowds, and gave Mr. Paske credit for the good display. After all, that is what all advertising is for, and if that kind of display is really better than any other kind, then that is the kind to use. But Mr. Paske's ads.



No. 8.

By L. J. Blake, an apprentice, of Virginia, Nevada. The type used in the top line does not harmonize with the balance of the advertisement.

are not all of this kind. No. 7 is one of his — well balanced, neat and attractive. L. J. Blake, a seventeen-year-old apprentice on the *Territorial Enterprise*, Virginia, Nevada,



No. 9.

By Alfred Steinman, of Modesto, California. Attractive and well-balanced. Compare with Fig. 8.

sends No. 8. I always like to get these ads. from apprentices; it demonstrates that they have a laudable ambition to "make good," and this department of THE INLAND PRINTER is designed to help those who are endeavoring to help themselves. The body type of this ad. is too big and is set too wide. The type used for the first line is not suitable for newspaper work and does not harmonize with the rest of the ad. Perhaps the best way to show Mr. Blake what might have been done with this ad. is to reproduce a similar one, set by Alfred Steinman, of the Modesto (Cal.) *Herald*. In fact, no discussion of ad. display in THE INLAND PRINTER would be complete without some reference to Mr. Steinman's work, as he keeps me well supplied with samples each month. No. 9 is an ad. similar in character to No. 8, and will be easily conceded an attractive and well-balanced piece of work. The cut could have been



No. 10.

Another excellent design by Mr. Steinman.

inserted similar to this, and the phrase, "Who's Your Tailor," could have been run in two or three lines of small display in the upper left-hand corner of the ad., outside of the border and on a line with the top of the cut. I would like to show several other specimens of Mr. Steinman's work, but space will not permit. There is one, however, which is particularly deserving of attention (No. 10). This was set from typewritten copy, with not the slightest suggestion of display aside from "Rug Sale" being written in caps. twice as a heading. The border arrangement was devised by the compositor, and in this he carried out the "Rug Sale" idea, and at the same time selected a phrase for the principal display which undoubtedly meant many more dollars to the advertiser than if he had headed the ad. as the copy indicated.

MEETINGS

Make Early Preparations for Entertaining Typothetae.

New Orleans printers already have begun to "get in shape" for entertaining the 1913 convention of the United Typothetæ of America and the American Printers' Fifth Cost Congress, which will be held at the Crescent City next September. A permanent committee was formed at a recent meeting attended by nearly all of the city's employing printers, and the following officers were elected: Chairman, Frank Dameron; secretary, Walter Brandao; treasurer, Frank O'Donnell. Subcommittees were appointed as follows: Finance, H. A. Thiberge, chairman; Entertainment, Herbert Palfrey, chairman; Souvenir Book, William Pfaff, chairman; Publicity, Oscar Schumert, chairman; Reception and Hotels, Henry Claverie, chairman. To each of these committees was added from three to eight members, and they are each independently working on the details of those branches of the work which come under their jurisdiction.

It was agreed that for the next three or four months the general committee would meet every two weeks, unless extra meetings were called by the chairman, and that as the time of the convention approached meetings would be held more frequently as the occasion may require.

As evidence of the interest taken in this initial meeting, although held more than a year prior to the convention, those present signed obligations aggregating $1,450 toward the entertainment fund, and many who were not present sent word, or have since stated, they will do their part toward raising a fund, which will insure the fullest possible success for the meetings.

New Officers of Chicago Typothetae.

At the annual meeting of the Chicago Typothetæ, held on the 15th instant, the following officers were elected:

President — W. A. Grant, the Franklin Company.

First Vice-President — J. A. Morgan, C. H. Morgan & Co.

Second Vice-President — C. B. Stearns, Stearns Bros.

Treasurer — H. M. Loth, Poole Bros.

Executive Committee — Arthur E. Southworth, Munroe & Southworth; Toby Rubovits; A. Taylor, Garner Taylor Press; W. H. Gifford, A. R. Barnes & Co.; O. A. Koss, O. A. Koss & Co.

The new president appointed the following committees: Trade Matters — Toby Rubovits, C. B. Stearns, Arthur Lloyd, W. H. Gifford and C. E. Kimball. Costs — J. Harry Jones, Joseph Singler, Fred Poole, O. A. Koss and Jerry Knapp. Banquet — Toby Rubovits, O. A. Koss, M. S. Brookes, Arthur Taylor and Walter H. Munroe. Membership — James L. Regan, W. H. Sleepeck, J. A. Morgan, R. M. Eastman and C. J. Keller. Credits — M. S. Brookes, Arthur Taylor, F. P. Smith, E. W. Bredemeier and M. S. Hanson.

Alabama Printers and Publishers Meet.

H. C. Crenshaw, president of the Montgomery Typothetæ, and Bruce Kennedy, secretary of the Business Men's League, delivered the addresses of welcome to the Printers' and Publishers' Association which convened in first annual convention at Montgomery, Alabama, on October 22 for a two-day meeting. Among the speakers were L. H. Nunnellee, president of the Alabama Press Associa-

tion; Roy T. Porte, Cincinnati, Ohio; Oliver Rutherford, Eutaw; R. L. Brown, Oneonta; Robert Treschel, Birmingham; W. V. Turley, Chattanooga, Tenn.; J. Gillespie, Atlanta, Ga.; William Pfaff, New Orleans, La.; H. W. Flagg, assistant secretary of the United Typothetæ of America, Chicago; W. C. McLaughlin, W. Pierce Chilton, Amos H. Wilson, Montgomery, and R. W. Ewing, Birmingham.

The new organization has taken up in earnest the subject of costs of newspaper and job printing, and it was announced that the organization in no wise conflicts with the Alabama Press Association, inasmuch as it proposes to confine itself strictly to the printing side of newspaper work.

The following officers were elected: President, Robert W. Ewing, Birmingham; vice-president, H. C. Crenshaw, Montgomery; secretary, W. P. Chilton, Montgomery; treasurer, G. H. Norwood, Anniston.

Photoengravers Have Successful Meeting at Cleveland.

The meeting of photoengravers held at Cleveland, Ohio, on October 19, was gratifyingly successful. Fifty representatives of engraving houses, about twenty of whom were from out of town, participated in the discussions. The visiting engravers were from the following cities: Rochester, Syracuse, Buffalo, Erie, Detroit, Toledo, Chicago, Canton, Youngstown and Akron.

C. W. Klauminzer, of Cleveland, was guilty of some plain speaking about prices in the territory around and about the Forest City. Though perhaps not so intended, this was the "key-note" utterance of the gathering, as subsequent speakers referred to it when exposing the shortcomings of the trade and advocating the remedy. During the meeting Mr. Klauminzer was presented a suitably inscribed loving-cup (shown herewith) in appreciation of his services as secretary of the Cleveland club, the address being made by Frank Mugler.



C. W. Klauminzer, the Able and Popular Secretary of the Cleveland Engravers' Club.

G. F. Gaskill, of Buffalo, reported a one-hundred-percent organization in which the members were deeply interested.

Victor W. Hurst advanced the idea of alloting territory to each organization so as to prevent competition. Louis Flader, commissioner of the International Association, opposed the plan, and it was not formally presented to the meeting.

The Cleveland club reported it had run down an advertisement soliciting work for an engraving company, and found an employee of a member of the club was behind the proposal without his employer's consent.



Loving-cup Presented to C. W. Klauminzer, by the Members of the Cleveland Engravers' Club.

Discussion continued till the building was closed at 1:30 A.M. Sunday, among the participants being J. D. Chambers, of Cleveland; W. W. Dibble, of Syracuse, N. Y.; W. S. Miller, of Toledo, Ohio; C. D. Butterfield, of Detroit, Mich.; W. P. Traut, of Erie, Pa.; George Benedict, Adolph Jahn and Commissioner Flader, of Chicago. H. G. Bogart, of Cleveland, acted as secretary.

Third Meeting of Southwest Printers.

Employing printers of Kansas, Oklahoma, western Missouri and northern Texas, gathered at Muskogee, Oklahoma, on November 8 and 9, in the third annual session of the Southwest Printers' Cost Congress. Mayor W. P. Miller and C. B. Douglass, secretary of Muskogee Commercial Club, welcomed the delegates. The response was made by G. M. Booth, of Wichita, president of the congress. The principal addresses were delivered by Henry Allen, of Chicago, J. S. McMillan, of Monroe, Michigan, and W. J. Weiss, of Wichita, Kansas. C. W. Dearden, advertising manager of the Strathmore Paper Company, gave an address and moving-picture demonstration of paper and plate making, and F. J. Trezise, of THE INLAND PRINTER, a stereopticon lecture explanatory of the purposes and teaching methods of the I. T. U. Course of Instruction in Printing.

The following officers were elected for the ensuing year: President, Harry V. Bowen, Muskogee; vice-president, W. J. Weiss, Wichita, Kan.; secretary, David L. Guyette, Muskogee; treasurer, J. M. Cook, Oklahoma City. Board of directors: G. M. Booth, Wichita, Kan.; A. S. Gardiner, Springfield, Mo.; E. M. Moore, Hutchinson, Kan.; Ed. Melton, Muskogee; M. R. Cain, Belle Plaine, Kan.; O. P. Meloy, Joplin, Mo.; Fred W. Buehler, Joplin; L. S. Corey, Oklahoma; J. R. McBride, Fort Smith, Ark., and C. F. Neerman, Tulsa, Okla.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Pressman Wanted in Northwest City.

(1420) A well-known, reliable job-printing house in a northwestern city desires the services of a first-class platen and cylinder pressman. A good, steady man who can lend some drawing power to the business and has some money to invest is invited to investigate the proposition.

Wants Position as Foreman in the South.

(1421) Young man with seven years' experience as foreman and superintendent of various up-to-date job and newspaper offices would like to secure a position as foreman of a job office or six-day paper in the South — either afternoon or morning. Thoroughly reliable. Married.

Printing Salesman Wanted.

(1422) A well-equipped printing-office recently opened in a large city in Florida is in need of the services of a good city salesman who is not afraid of work, who can make friends and keep them, and who can deliver the goods. Salary is no object, provided results are forthcoming.

Foreman Who Can Install Cost System.

(1423) Job printer and linotype operator of twenty-five years' experience would like to connect with some firm who needs a foreman or superintendent capable of installing a *real* cost system. Thoroughly capable of assuming charge of any job office doing general work or catalogue and railroad-tariff production. Linotype operator as well as job printer, but past seven years has been entirely at the desk. Would accept position in any city west of the Mississippi.

Wants Position as Pressroom Foreman in New York City.

(1424) Pressman with several years' experience as foreman on high-class work, such as half-tone, color, magazine and book, and on all kinds of cylinder, job and Goss rotary presses, would like a position as foreman or working foreman in New York city. Thirty-three years of age; good habits; steady. Union.

Superintendent of Printing.

(1425) Printer now in charge of a private printing plant where the finest grades of commercial printing, including three and four color processwork, is produced, desires to make a change; thoroughly practical in all departments, experienced in costs and a close student of scientific management.

A-1 Printer Wanted as Partner.

(1426) A-1 printer is wanted to take half or whole interest in established job-shop in growing western college town of eight thousand. Good business and can be increased. Not much money required. A good proposition.

Young Printer Seeks Change.

(1427) Young printer, twenty-three years of age, with four years of experience in the office in which he is now employed, would like to secure a position in another city, on account of personal reasons outside of the office. Willing to start in at a reasonable salary, and not afraid of work.

Seeks Superintendency.

(1428) A thoroughly experienced printer of more than twenty-five years' experience, forty-five years of age, would like to secure a position as superintendent with some firm prepared to back up a man of ability and initiative. At present instructor of evening classes in one of the largest trade schools in the East, and has attained an unusual degree of success in this work. Union man. Married. Strictly sober, energetic and industrious.

Advertising Solicitor Wanted.

(1429) A position is open in a newspaper and job-printing office in a live town of twelve thousand in the South, for a live, bright man for advertising solicitor. The man who can deliver the goods can get an interest in the business.

Pressman-printer.

(1430) A-1 cylinder and platen pressman, thoroughly familiar with stonework, lock-up of any kind of forms, and who is able to do practically everything in a composing-room, is open for engagement. Graduate of I. T. U. Course of Instruction in Printing. Studied Standard cost system and estimating. Capable of taking entire charge of small office or mechanical end of large concern. Age thirty-seven; married; sober; reliable; and a hustler. Willing to let ability show his worth. Eastern Pennsylvania or New Jersey preferred.

Manager-printer Salesman Wanted.

(1431) A modern $50,000 dividend-paying plant in the Northwest, doing a good business, equipped with monotypes and Miehle presses, and having a modern bindery, is looking for a hustling, experienced manager-printer salesman — one who can take an interest in the business preferred, as the plant is practically owned by one man now. This business will bear the closest investigation.

Three and Four Color Pressman Seeks Foremanship.

(1432) Experienced three and four color pressman desires position as foreman of pressroom. Thoroughly experienced on all grades of three and four color work and high-grade half-tone printing. A-1 references as to executive ability, character, etc. Prefers city of twenty-five or fifty thousand population. At present employed in Chicago, but desires smaller city. Union. Twenty-eight years of age.

Seeks Position as Proofreader.

(1433) Young woman with several years' experience in teaching, part of the time teaching English, is seeking a change of work and would like to locate in some office where the services of a proofreader are required. Just finished a correspondence course in proofreading, with an average of ninety-eight per cent in the final examination.

Established Newspaper Office for Sale.

(1434) Owing to the death of the owner of an up-to-date newspaper plant in a live, prosperous town of twenty-seven thousand population, in the State of Iowa, his heirs are forced to sell. The newspaper is a weekly, founded and published by its late owner for fourteen years, and his books show the business averaged $3,500 yearly. The business is capable of big development. Two thousand dollars will buy this plant, on easy terms. Investigation is invited.

Printing-press Machinist.

(1435) Printing-press machinist is desirous of making a change. Would like to connect with printing-press manufacturer's erecting staff. Has had experience on all makes of platen presses, cutters, etc. Capable of taking charge of repair department.

Art Manager or Photoengraving Foreman.

(1436) Photoengraver, thoroughly experienced in the business and at present employed where it is necessary for him to make the newspaper cuts from start to finish, would like to get a position as art manager or photoengraving foreman. Willing to operate a one-man plant if conditions warrant. Would not consider a position paying less than $35 a week.

Linotype-machinist.

(1437) Linotype machinist, with over twenty years' experience, desires an A-1 position. The best is not too good.

First-class Ad. and Job Compositor.

(1438) First-class ad. and job compositor, with several years' experience on magazine advertisements, is seeking a position. At present permanently employed on three national publications. Can furnish best of references from present employer as to character and work. Eighteen years' experience. Married. Union.

Cylinder Pressman Seeks Change of Position.

(1439) Gordon and cylinder pressman, twenty-four years of age, would like to change his position. At present running three Gordons and a cylinder. He would prefer a place running four Gordons or over, or a similar position to the one he is now holding, but in a city of from ten to twenty thousand in Michigan or Ohio. Union. Married.

Seeks Position in Editorial Department.

(1440) A graduate of a large eastern university, with a knowledge of composition and proofreading, covering a wide range of work, knowing French, German and Spanish, seeks an opening in the editorial department of a publishing house, preferably in the East. Best of references. Amount of salary secondary to opportunity for advancement.

Job-printing Plant for Sale.

(1441) Two thousand five hundred dollars takes $3,000 plant and splendid business, without competition, in Wyoming. Investigation solicited.

Ambitious Young Pressman Wants Opportunity.

(1442) Ambitious young pressman who has been denied the opportunity to work on the highest-class printing, except as an assistant pressman, is looking for a position where he will have a chance to put into practice his knowledge of the rudiments of make-ready on the better grades of commercial printing. Entered the business eight years ago in a small country job and newspaper office, learning to set type (both job and news), make ready on Gordon and Universal, and run book-forms on cylinder, as well as lock up forms. Then went with large concern, with the purpose of learning half-tone and colorwork, but could not secure opportunity. Afterward became assistant pressman in large eastern city, and made good. Now seeking chance as pressman where he can finish the trade under an expert. Steady, reliable, studious and determined to succeed.

Linotype Operator and Proofreader.

(1443) Young lady, twenty-two years of age, linotype operator (union) and proofreader of good ability, would like to secure a position where she could perhaps do some office work as well as machine work. Especially good on news composition, and has made a specialty of English. At present employed as proofreader on a well-known college paper. Familiar with cost system.

PRINTING FOR TWO CENTURIES.

Nobody would call printing natural, like music, yet the longest record in history of highly artificial powers staying in one family is in a family of French printers named Stephens. The Stephenses furnished a continuous succession of famous printers for two centuries and then broke out occasionally in spots some more. At least twelve members of this family of printers were at the head of typographical science during the sixteenth and seventeenth centuries.

The Stephenses are generally distinguished in royal fashion: Henry the First, Antoine the Third, or Fifth, etc. Henry the First, of noble birth, alienated himself from his family and dropped his title for love of the new art of printing. Neither he nor his descendants ever sought to drop printing to lord it. In 1646 Henry the Last closed out this uninterrupted succession of printer princes; but so late as 1826 — three hundred and fifty years after the first Stephens printers — a lineal descendant of the same name was director of the presses for the famous Didots in Paris.

The Stephens family in stormy times got out forty-five editions of the Bible in various languages. When eugenists talk of music in the blood they should remember that printing can get into the blood, too. — *New York Press.*



"WARM BABIES."
Photograph by Rigdon, Dubuque, Iowa.

A Study Course in Advertising

LESSON IX.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

IN breaking away somewhat from the general principles of advertising, and devoting this lesson specifically to the advertising of printing, I am, I trust, doing that which will please the great majority of my readers. Even to those who are not directly employed in the making and selling of printed things, the developing of a campaign upon a particular class of merchandise should be of great interest. They will find a concrete application of the theories that have been brought out in the preceding lessons.

Printers to-day, taken as a whole, are poor advertisers. Properly to explain why, it will be necessary to dig deep down into the roots of the trouble. For years the relations between buyers and sellers of printing have been far from satisfactory. Most printing has been bought upon price, where it should have been bought upon quality and service. Dissatisfaction on both sides is the result. The printer knows that the buyer is frequently guilty of sharp practice, and so is often forced into dishonest substitution and questionable methods in order to keep his head above water. Moreover, it is a fact that much of his estimating has been but little better than guesswork, and in his desire to secure the work required, to keep his hands busy and his presses running, has guessed himself out of any profit at all.

The buyer on the other hand finds himself dissatisfied with the quality of work and the manner of service he receives. He blames the printer for a lack of intelligent cooperation, quite forgetting that he is unwilling to pay, sometimes, even a reasonable living profit.

It is idle to speculate whether the printer or the buyer of printing is to blame for the condition. And it is distinctly the printer's place to bend every energy toward bettering the condition. With an accurate knowledge of costs, a broader code of ethics, and the moral support of the many excellent boards of trade and other organizations, the outlook is indeed bright. But there is work in abundance yet to be done. The buyer must be educated to know that quality and service in printing are worth all they cost.

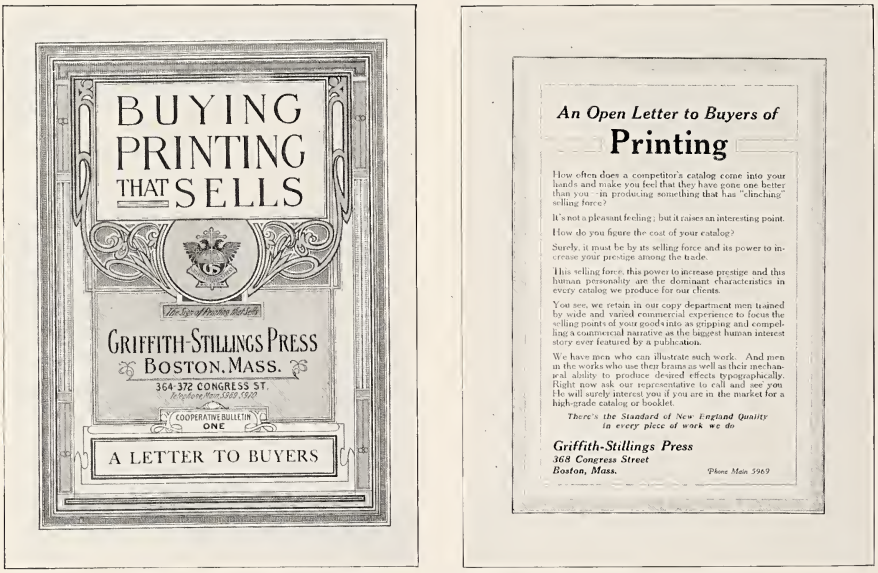


FIG. 1.—Arousing interest of readers through a reference to their competitors' printed matter.

The printer must have the courage to maintain prices that warrant putting his business upon the plane it deserves. He must have the ability that is necessary to sell his product at the right price. There is no use in disguising the fact that it requires ability to sell at a right profit, especially where buyers have been educated for years to quibble over prices; but once this ability is acquired, there is nothing that will give more profit, pride and satisfaction — nothing that will bring the printer into his own more surely or more quickly.

I hesitate to drag my own business into this discussion,

yet it so aptly illustrates the vital points, that I can not refrain. My concern has for ten years spent thousands of dollars annually in advertising high-grade paper. It has told the buyers of printing all over this country that true economy does not consist in buying a thing too feeble to do its work because it costs a few dollars less. Other concerns have followed suit with the result that the propaganda of quality is being carried from coast to coast. Does the

Fold on the line and put the flap in the lower pigeon hole in desk, letting the calendar hang right in front of you where it will always be handy



Fig. 2.

printer take advantage of this? As a general rule he does not. I have known personally of dozens of instances where the buyer of printing has been interested in the advertisements of the particular bond paper I sell, and has gone to his printer with the request that it be used, or to seek advice upon its use. He has been told that such an expensive paper was not necessary, that he was paying for advertising, not for quality, or some other similar argument. Here was a man who wanted to get away from cheap things, whose mind was in just the state to be sold on quality and

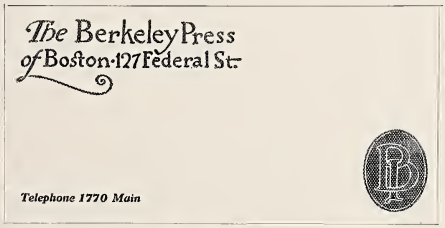


Fig. 3.

service — not only on paper, but on printing. But he was rudely pushed back into the price-buying class — an opportunity lost for the present, perhaps forever. This is ignorance — ignorance of the very fundamentals of selling. The printers who do this are more interested in juggling job lots of stock and chasing petty profits than they are in putting the printing business as a whole where it belongs. It would be a boon to the progressive printers, if all stock, possibly even all ink, was standardized, so that the unfair and unscrupulous competitor would be held to rigid specifications. What is stock in the ream, or ink in the can? Potential possibilities, of course, but not yet actual, requiring the master mind and the skilled hand to bring forth the finished creation. What is the printer's art? The cunning that can cleverly juggle and substitute, or the knowledge and ability that can produce things worth while? Which will build the safer foundation for a business that will be big and profitable?

It may seem that I have carried my analysis outside the limits of advertising. Such is far from being true. Advertising in its broadest sense does not consist only in the preparation of announcements, folders, booklets and similar things. Its scope takes in every condition affecting the business from any angle whatever.

So in the case of the printing business, it should be plain that the advertising must bring out the benefits of buying quality and service as against placing the order with the lowest bidder. The time has gone by when any printer should advertise low prices. He may, and should, point out that his prices are reasonable for the class of work delivered, and the economy in buying of this nature.

The highest type of printing advertising will educate the buyer to appreciate that good printing will pay. Sometimes trained advertising men fail to realize all of the truth in

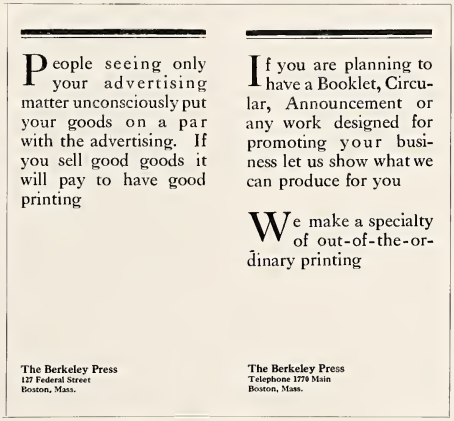


Fig. 4.

Figs. 2, 3 and 4 show a blotter, pigeonhole calendar and four-page booklet, sent out in a 6¾ envelope.

this. Certainly few less experienced buyers of printing know, and it is the printer's work to make them understand.

As a case in point, I will quote from a strong folder gotten out by the Griffith Stillings Press of Boston (Fig. 1). The title is "Buying Printing That Sells," and it opens with these paragraphs.

"How often does a competitor's catalogue come into your hands and make you feel that they have gone one better than you in producing something that has clinching selling force?

"It's not a pleasant feeling; but it raises an interesting point.

"How do you figure the cost of your catalogue?

"Surely it must be by its selling force and its power to increase your prestige among the trade.

"You see, we retain in our copy department men trained by wide and varied commercial experience to focus the selling points of your goods into as gripping and compelling a commercial narrative as the biggest human interest story ever featured by a publication."

The writer of this folder has endeavored to arouse the interest of his readers through a reference to their competitors and then bring home the point that a catalogue should be purchased for its selling power.

Many striking illustrations and strong arguments can be worked out along these lines. For instance, it can be shown that the printer who takes a job at the lowest bid can be interested in only one thing — the completion of the job at a cost that will bring him some profit. On the other hand, the service printer who has taken the job at a reasonable price can afford to give it the time and attention required to turn out a piece of work that will not only be a credit to the concern that sends it out, but will bring returns that will render the original cost of the job of small moment.

I am afraid that in some cases the printer will have to convince himself first of the value of good printing. Good printing does pay splendid dividends, and no printer need fear to tell this to his customers. When once convinced, they will thank him heartily, and, better still, stick to it in the face of the meanest kind of competition.

I am not sure that newspaper advertising will pay the printer — at any rate, at first. Before attempting any newspaper work I would suggest getting up a carefully prepared mailing-list. Every buyer of printing, in any appreciable quantity within the territory, should be placed on the list. To keep the list from growing too large, especially at first, it will be well to restrict the territory rather than eliminate any reasonably good prospect. An unwieldy list, too large to circularize frequently, is worse almost than no list at all.

Having gotten the list in good shape, the next step is to decide upon the frequency of mailing. Once a month is none too often, and from every standpoint is the ideal time. Once in six weeks or once in two months, if absolutely necessary, may be made to answer. Less frequent mailing is not advised under any circumstances.

Within ordinary bounds, the time of mailing should be adhered to strictly. It can not be expected that one time of mailing will bring anywhere near the returns, nor produce an effect, to be compared with the steady, persistent hammering on the list. The cumulative force of consistent work is what will count, but this force can not be secured by spasmodic effort. In other words, the advertising plan must be made a vital part of the business, and not left to be done when there is nothing else pressing.

With the mailing-list in shape and the time of mailing arranged, the next step, and perhaps the most difficult one, is to decide upon the nature of the matter to be used in circularizing the list.

Some printers select a particular style and stick to it for a year, sometimes longer. For example, the Berkeley Press of Boston has for some considerable time — for four years to my knowledge — sent out each month a blotter and pigeonhole calendar for the month and a four-page folder or booklet. These were enclosed in a 6¾ envelope and are well written, well printed and of pleasing design. Figs. 2, 3 and 4 show a combination of the three. In Fig. 4 the booklet is opened, showing a very attractive setting. Fig. 5 shows a folder used at another time with the calendar and blotter. The matter on the inside is brief and strong — it is this: "We have built our business on the basis of doing good work — doing it right and doing it promptly, and we want to increase our business among those who appreciate such service. You can reach us by telephone — 1770 Main."

While this plan of mailing has much to commend it, it has two drawbacks, and is not freely recommended at the start. These drawbacks are: first, the time and expense required to produce all three each month are probably more

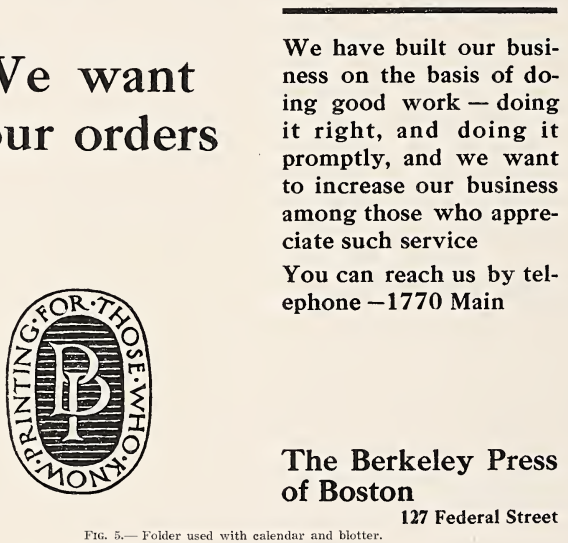


Fig. 5.— Folder used with calendar and blotter.

than every printer will be willing to give; second, there is a certain sameness to the matter which, while in time will produce the desired results, does not make for quick action.

Perhaps the best arrangement at the start is to plan only a few months ahead and get out something quite different each time. For one, we would recommend mailing a copy of some particularly attractive job that has been produced in the shop, together with a card calling attention to the work; at another time, a four-page folder, bringing out the advantages of buying printing on the basis of quality and service; then some matter which the manufacturers of paper stock will gladly furnish; next a circular letter, well written and carefully filled in, pointing out in a personal way what you are trying to do in the way of building a quality business, and pointing out the value of good printing to the user. Sometimes a seasonable offering, such as at the beginning of the ball season a schedule of the home team's games at home and abroad, together with an attractive card saying "We hope the enclosed schedule will be of some convenience."

The student who has carefully followed this course will not find himself at a loss to know how to get out some attractive piece of advertising from time to time. The real point behind it all is do not beg for business, but educate your customers and prospective customers to really want the best there is in printing for its result-bringing qualities. It will be more or less of a temptation to mention price. If it is mentioned, see that great care is taken to avoid any suggestion of cheapness. It may be shown without harm that your prices are reasonable for the quality of work you are producing. On the whole, however, we would base the entire campaign on quality and its dollars-and-cents value to your customers.

The following quotation from a house organ gotten out some time ago by the Jackson Print Shop, of Waterbury, Connecticut, will prove profitable reading:

The story is told of Hogarth, the eminent English painter, that he was once commissioned by a miserly millionaire to paint a historical incident from the Old Testament. Hogarth named his price, and the millionaire proceeded to beat him down to about one-third the sum he required. Hogarth finally agreed to make the painting at this absurdly low figure, while the millionaire went away rejoicing at the hard bargain he had driven.

Some time later, Hogarth asked him in to see the painting, but, to his surprise and disgust, there was only a huge blot of red paint on the canvas.

"What is it?" he asked.

"The crossing of the Red Sea by the children of Israel and their pursuit by the Egyptians," replied Hogarth grandiloquently, adding, as he pointed to the daub of red paint, "*This* is the Red Sea."

"Oh! And where are the Egyptians?" asked the miser.

"They're all drowned," responded Hogarth.

"And the Israelites?"

"They've all gone over!"

There is a very pointed moral in this little story for the twentieth-century proprietor or manager who has printing to be done.

If printing was a made-up article, it might be well to get a printer to drop his prices. In that way, if you did manage to obtain a concession, you would at least know that it was pure gain to you. But — printing is *not* a manufactured article which can be kept in stock. It is something which must be made for each man after the order is given, like Hogarth's picture.

QUESTIONS.

1. Whether you are a printer or a buyer of printing give your ideas upon placing the order with the lowest bidder from the standpoint of the effect upon the work turned out.

2. From a printer's standpoint, what can be done to remedy the situation?

3. What should be the key-note of printers' advertising?

4. Give your full reasons for answering the above question as you did.

5. Is newspaper advertising likely to be profitable to the printer?

6. What kind of advertising would you suggest his using?

7. Prepare a folder advertising printing.

8. Prepare a circular letter to be used on a printer's mailing-list.

9. Using the two pieces of advertising prepared in answer to questions seven and eight as a foundation, prepare a campaign covering six mailings. It will not be necessary to complete each piece — outline your ideas for its preparation.

10. How would you prepare a mailing-list in your town for advertising printing?

AN ATLANTIC LINER PRINTING-OFFICE.

The accompanying illustration shows the printing-office on board the steamship France, of the French-American line. It occupies a floor-space of 2½ by 5⅔ meters (about



An Ocean Printing-office.

8 by 17⅔ feet), and contains two platen presses and cabinets holding forty-eight cases of type; there is also a full complement of leads, slugs and furniture, a paper-cutter, stapler, roller and stick racks, etc. The *Journal de l'Atlantique* is published daily while *en voyage*.

OBITUARY

Robert O. Dormer.

Robert O. Dormer, eighty-eight years old, pioneer printer and publisher of Wayne County, Indiana, died at his home in Richmond, that State, on November 5. Mr. Dormer was connected with newspapers in Richmond and Cambridge City nearly half a century ago.

William Townsend Donaldson.

William Townsend Donaldson died on October 29 at his home, 1013 Farragut terrace, West Philadelphia, Pennsylvania, at the age of sixty-eight years.

For the last twenty-nine years of his life Mr. Donaldson had been one of the principals of the William F. Fell Company, 1220 Sansom street, Philadelphia, and had been treasurer of the company from the date of its incorporation, in 1903, until his death. For two or three years previous to his association with William F. Fell, Mr. Donaldson conducted a small printing-office, then located on the present site of the Curtis Publishing Company's buildings. Before entering the printing business Mr. Donaldson had been successful in both the shoe and lumber industries. As a very young man, Mr. Donaldson saw service in the Civil War with the Gettysburg Home Guard, with which company he enlisted as a drummer-boy. Deeply interested in social and civic matters, Mr. Donaldson was more strongly possessed with a love of home life, and his activities outside his business were largely within the home circle.



WILLIAM TOWNSEND DONALDSON.

Mr. Donaldson was a member of Calvary M. E. Church, and had been a director of the Philadelphia Life Insurance Company from the date of its organization until his death.

For a period of two years previous to his death, Mr. Donaldson was not active in business.

In the immediate family of the deceased he is survived by Mary K. Donaldson, his widow, and two sisters.

James Thompson, Centenarian.

At the ripe old age of one hundred years and three months, James Thompson, well-known as a master printer in Montreal, Canada, died at his home in Perth, Ontario, on October 28. Mr. Thompson was a resident of Montreal for many years, but removed to Perth, when he purchased the *Canadian Courier*, published in that city.

Timothy P. Kavanaugh.

Timothy P. Kavanaugh, dean of Memphis (Tenn.) printerdom and a veteran of the Civil War, died at St. Joseph's Hospital, that city, on November 6, aged seventy-six years. In noting his death, the Memphis *Commercial-Appeal* says: "Mr. Kavanaugh was a man of rare information. His profession, that of reader of proof, has probably a wider range of information than that of any other set of men, and Mr. Kavanaugh was one of the best informed of proofreaders. His information was not confined to affairs and to the characters of the past. He knew Memphis people as few have done. It was often said of him that when he was on the proof desk it was impossible for the name of any person in town to go to his desk without his knowing the man's name, initials and the class in which he associated, both socially and in business."

William T. Goss.

William T. Goss, one of the inventors of the Goss printing-press and who was among America's best-known manufacturers, died at the Michael Reese Hospital, Chicago, on November 18, of acute appendicitis. Mr. Goss was born in England in 1851, coming to this country with his parents when only three years of age. Some ten or twelve years later he became a printer's apprentice, also learning press-work, and was a practical printer and pressman for fifteen years prior to the time at which the Goss Printing Press Company was organized.

For many years, Mr. Goss, with his brothers — F. L. and S. G. Goss — had worked to invent a practical printing-press, and in 1885 the Goss Printing Press Company was organized to manufacture the machine which was finally perfected through those years of research and experimentation. The deceased was a member of the company's

board of directors since its organization, and for the past fifteen years had been general superintendent of the factory. Previous to that time he was in charge of all outside work in the erection of presses. His industry and energy were undoubtedly large factors in bringing success to the enterprise which is now one of the largest concerns in the world engaged in the manufacture of rotary and flat-bed perfecting newspaper and magazine presses.

Mr. Goss was a man of exemplary habits, a good husband and father, and was esteemed by every one who had



WILLIAM T. GOSS.

the honor of his acquaintance. He is survived by his wife and four children — James, Helen, Verna and William Goss, Jr.; four brothers — Fred L. Goss, Samuel G. Goss and Albert E. Goss, all of Chicago, and Joseph E. Goss, of Atlantic, Iowa, and a sister — Mrs. Joseph Wilkinson, of Los Angeles, California.

George J. Volger.

George J. Volger, known for many years as a prominent member of the printing fraternity of Buffalo, New York, died at his home in that city on November 6. Mr. Volger was born in Buffalo in 1855. When a young man he became associated with the old firm of Volger, Roebling & Co., and held various positions with the firm until it was dissolved, in 1877. About twenty-five years ago he organized the Volger Printing Company. Mr. Volger was a member of Erie Lodge, F. & A. M., Keystone Chapter, No. 140, Hugh De Payens Commandery, No. 30; Buffalo Consistory, Ancient Accepted Scottish Rite, and Ismailia Temple. For many years he was secretary of the council of the Royal and Select Masters.

CHICAGO EMPLOYING PRINTERS IN GET-TOGETHER MOVE.

On October 27 a committee representing all of the employing printers' and allied trades' organizations of Chicago met at the City Club and discussed ways and means of bringing about a closer union of printing-trades interests. It was proposed that all organizations affiliate in securing a common meeting-place for business sessions and luncheons. Some members of the committee pointed out, however, that the first move necessary to success was to secure harmonious action by the two dominant organizations — the Ben Franklin Club and the Chicago Typothetæ. This seemed to be the general opinion of those in attendance, and a motion finally was adopted instructing the chairman and secretary of the committee to send a request to these organizations to appoint committees to meet with the general get-together committee. This request is now in the hands of the secretaries of the Chicago Typothetæ and the Ben Franklin Club, and it is confidently expected that favorable action will be taken on it.

Following is the personnel of the Get-together Committee: John W. Hastie, Western Newspaper Union (Employing Printers' Association); E. F. Hamm, Blakely Printing Company (Employing Printers' Association); George H. Benedict, Globe Engraving & Electrotyping Company (Engravers and Electrotypers); C. S. Partridge, Partridge & Anderson Company (Electrotypers and Stereotypers); J. J. Miller, Barnard & Miller (President Ben Franklin Club); Edgar W. Chesterman (Secretary Chicago Typothetæ); W. H. French, Barnhart Brothers & Spindler (Type Founders); I. Stiefel, National Printing & Engraving Company (National Association of Employing Lithographers); C. S. Peterson, Peterson Linotype Company (Machine Composition Club); M. M. Bear, M. M. Bear Company (Plate Engravers' Club); 'Gene Turner, Sam'l Bingham's Sons Mfg. Co. (Picas); Carl G. Bingham, Sam'l Bingham's Sons Mfg. Co. (Printers' Rollers); E. R. Richards, Sears, Roebuck & Co. (Printing Crafts' Association); A. A. Murray, McFarland, Shumway & Armstrong Company (Printing Crafts' Association); O. L. Rickard, Rickard Circular Folding Company (Binders' and Rulers' Club); C. W. Smith, Sinclair & Valentine Company (Printing and Lithographic Inks); B. F. Chittick, THE INLAND PRINTER (Machine Composition Club).

THE ENIGMAGRAPH.

George M. Randall, with the Polhemus Printing Company, New York, writes:

"Among the fair typewriter artistes are, we regret to say, many who cuff one letter or figure *over* another, such attempt at correction by overwriting producing characters which can not be found in the type-specimen books, and which are often the despair of compositors and proofreaders as well as of postmen. As a sort of verbal handle with which to grasp these twentieth-century hieroglyphics, the term 'enigmagraph' has been coined and ought to receive a hearty welcome in the dictionaries."

THE ENIGMAGRAPH.

The Simplifiers have got a scheme
 Of "speling" that makes you laugh.
But you needn't know no speling at all
 If youknowthe Enigmagraph.

Is"audible"spelled with an a or an i?
 The study lessens by 1/2
& spelingbooks quickly yield their place
 To the typewryter Enigmagraph.

Does musicale end with an l or an e?
 Is there one r or 2 in chaff?
Don't run tothe Unabridged, but use
 The typewriterEnigmagraph.

Believe? Reprieve?Reprieve? Conceive?
 No bother of trouble you'll quaff
Nor wonder if first comes the i or the e
 If you solve by the Enigmagraph.

GEORGE M. RANDALL.

MAN'S physical efforts are no longer of much consideration save as he installs and adjusts the machine and pulls the lever.— *David Gibson.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Old-time Printers to Honor Franklin.

On January 17, the Old Time Printers' Association of Chicago will hold its annual banquet and dance in honor of the memory of Benjamin Franklin. It is yet undecided whether the celebration will be held at Hotel Sherman or the La Salle Hotel. Senator Lafayette Young, of Iowa, is to be invited to speak.

Printers to Give Benefit for Playgrounds.

On December 2 and 3 the typographical union of Fort Wayne, Indiana, will give a vaudeville entertainment for the benefit of the Fort Wayne Playgrounds Association in which the vaudeville artists will be printers exclusively. The moving pictures to be shown will be featured by the series on the Union Printers Home at Colorado Springs.

Three and Four Color Labels at High Speed.

The Regina Company, of New York, maker of the New Era press, sends a number of labels printed two, five and eight up, printed in gold and colors. These are excellent samples of labelwork, showing good register and other characteristics of high-class labelwork. The smooth laying of the gold ink on heavy solids is especially noticeable. When such work can be done at the rate of five thousand impressions an hour, comment is unnecessary.

Is Made Member of Advisory Council.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, has been appointed a member of the Honorary Advisory Committee of the National Printing, Publishing, Advertising and Allied Trades' Exposition, to be held in New York, April 19 to 26, 1913.

Still further honor was recently paid Mr. Lewis by his appointment as the Michigan representative in the National Council of the National Economic League.

Bulletin for Printers and Publishers.

Recently the Burroughs Adding Machine Company, Detroit, Michigan, issued a bulletin for the information of printers and publishers — especially those who are interested in cost systems. While the bulletin is purely an advertisement for the company, it contains considerable data bearing on cost-accounting systems, and will be found interesting to any one engaged in the printing business. Undoubtedly the company will be pleased to forward a copy to any printer or publisher making request.

The Thompson Typecaster in Foreign Fields.

The Thompson typecaster is now an international machine, for it is in operation in almost all quarters of the globe. Recent shipments are to Cape Town, South Africa, Panama, Japan and China. The simplicity of this typecaster makes it valuable where expert operators are not to be had, as ordinary mechanics quickly learn to handle it. One plant in Shanghai, China, has three Thompson typecasters and expects to add more. Linotype matrices are employed extensively by these users for casting type, and as accents for all foreign languages are in stock, all their varied requirements can be quickly met.

Christmas is Here Again.

Of all the holly borders on the market, the one shown on the insert in the first section of this issue, made in three sizes by the Keystone Type Foundry, seems to be the most popular. It has the swing and beauty of the natural leaf, and when the berries are printed in red with a deep-green leaf it lends beauty with a holiday appearance to any work in which it is used. A little touch of seasonableness added to your printing will please your customer and induce others to look you up.

Linograph Company Delayed.

According to the Davenport (Iowa) *Times*, delay in the arrival of matrix machinery is preventing the new Linograph Company, of that city, from completing its first three machines. The new typesetting devices have been partially set up, but failure to get the new machinery is delaying the final completion. The machinery is now being manufactured by an eastern firm and the company hopes to receive it soon. When the new machines are completed they will be placed in local printing-shops, where they will be given a thorough test.

Information for the Printer.

A booklet entitled "Useful Information for Printers," recently issued by the Keystone Type Foundry, Philadelphia, Pennsylvania, contains many suggestions of a technical nature for each department of a printing establishment, and should be a valuable aid to the average printing craftsman in solving the difficulties that are constantly arising in the mechanical departments. C. W. Smith, superintendent of printing of the Keystone Type Foundry, writes THE INLAND PRINTER that the company will be pleased to supply a copy to any compositor or pressman for the asking.

Claims Big Saving through State Printery.

State Printer William C. Austin, of Kansas, has issued a statement in which he claims that the cost system installed in the State printing plant shows that the cost of putting out different kinds of work is twenty per cent lower than that of a number of large commercial plants with which it has been compared. In explaining the cause of this Mr. Austin says: "The difference is largely due to the fact that we do not have to employ a selling force, have no collectors, do not have to advertise, and save in a number of other ways that can not be done at commercial

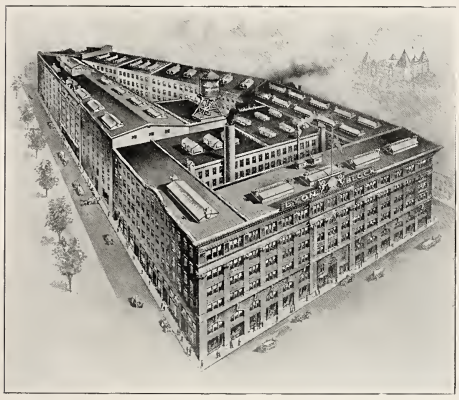
plants." The State Printer claims that, "in spite of the fact that forty per cent more printing has been done and wages have increased during the seven years that the State has owned its plant, the expense for printing to the State has been $140,000 less than during the seven years previous."

Public Printer Wants Better Lubricating Oil.

Declaring that the oil supplied the Government Printing Office is rusting and corroding the machinery of that big establishment, Public Printer Donnelly has appealed to the Comptroller of the Treasury for relief. According to law, the Government Printing Office is required to secure its supplies from the General Supplies Committee, and the Comptroller holds that unless it can be specifically shown by word from the Secretary of the Treasury that use of lubricating oils contracted for was not contemplated for the Government Printing Office, the office must continue, under the present law, to use the oil the committee has contracted for. Meanwhile the nation's printing plant is rapidly depreciating in value.

Albany's Big Printing House.

In 1876 James B. Lyon entered the printing business in a very modest office at Albany, New York. To-day the institution of which he is the head is one of the largest industrial concerns in Albany, employing nearly one thousand workers. The accompanying illustration gives some idea of the growth of the business. In 1899 the firm was



incorporated as the J. B. Lyon Company, and there has been little change in the personnel of the concern's officers since that time. James B. Lyon is president; Charles M. Winchester, vice-president and general manager, and James C. Fitzgerald, treasurer.

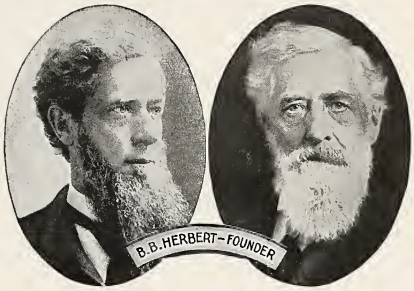
Ems Puzzle Commissioners.

"If a pica is square and a ten-point em is square, too, where's the difference, anyhow?"

This is how the city commissioners at Wichita, Kansas, sized the situation in a recent discussion over the award of a contract to print a new book of city ordinances. Every printer present tried to explain the difference between pica ems and ems in eight or ten point, but the commissioners became so confused that one of them insisted that "emmas" was what they were talking about, or could talk about — possibly more intelligently. The reading of proof also complicated the situation, with the result that all bids were rejected, and an order made to advertise for new bids.

Completes Its Twenty-fifth Year.

Last month B. B. Herbert sent out an announcement to readers and advertisers that with the close of 1912 the *National Printer-Journalist*, of which he is the founder and editor, completes its twenty-fifth year, under the same



1887. 1912.

editorial management with which it began its career. The announcement carries two pictures (shown herewith) of Mr. Herbert — one taken in 1887, the year he founded his paper, and the other showing him as he appears to-day. The December issue will be issued as a Silver Anniversary number, and Mr. Herbert's many friends have been asked to contribute views as to the work and possibilities of the paper.

Printing Imitation Typewritten Letters.

Owing to recent inventions there has been renewed interest manifested in the several methods for producing imitation typewritten letters on regular printing-presses. In this connection the Automatic Press Feeder Company, 511 South Dearborn street, Chicago, directs attention to a device now on the market known as the Kirkman ribbon winder, which, when attached to a Gordon press, makes possible the printing of imitation typewritten letters in an economical and distinctive manner. The ribbon is inked with form-rollers and moves downward over the type about a nonpareil for each impression, making possible an even distribution in color and light impression. It is claimed that twenty-three thousand impressions can be made from this ribbon before it is necessary to stop and rewind it. A feature of the device is that it is not in the way when running jobwork, but is always ready when needed for letter-work.

Financial Progress of Mergenthaler Company.

The Mergenthaler Linotype Company for the fiscal year ended September 30, 1912, earned 21.4 per cent on its $12,798,400 capital stock, as compared with 21.3 per cent on practically the same amount of stock the year before. A review of the past ten years of Mergenthaler operations shows a singular steadiness of earning power. Ten years ago the figure for net stood at $2,323,633, representing 23.2 per cent on the $10,000,000 capital stock then outstanding. For the fiscal period ended September 30 last net had risen to $2,738,552, an increase in ten years of but slightly over $400,000. The high point in the Mergenthaler earnings was reached in 1907, when net crossed the $3,000,000 mark for the only time in the company's history. The dividend balance of $3,171,571 for that year meant 28.9 per cent on

the $10,996,000 capital stock. Over the ten-year period from 1903 the company has earned a total of $26,121,616 net, or 204 per cent on the present share capital. Throughout this time a fifteen per cent dividend rate has been maintained, dividend disbursements for the ten years aggregating $17,143,000.

The Artline Series of Type.

On a two-color insert in the first section of this issue, the Keystone Type Foundry has shown a type-face that should be appreciated by all lovers of the beautiful and dignified in letter design. Artline is especially adaptable



JAMES B. LYON,
President of the J. B. Lyon Company, the Big Printing Concern of Albany, New York.

to commercial stationery and to dainty booklets, menus, cards, programs, etc., but it will also lend beauty and originality to whatever work it is used in.

In addition to showing this type-face, the insert also calls the attention of printers to the Paragon hard-metal furniture, which, while a new product, is already showing by its sale that the Keystone has obtained another popular article for the printer. There is no other labor-saving furniture just like it, or anywhere near it, on the market, and it weighs only half as much as the ordinary metal furniture.

Show-room to Be Opened by H. Hinze in New York.

In the early part of December, H. Hinze, American agent of John Haddon & Co., London, England, will open a show-room on the ground floor at 116 Nassau street, New York, for the purpose of displaying and demonstrating the manufactures of John Haddon & Co. There will be on exhibit an Art Caxton Model "C," a Haddon safety platen with hand-feed and automatic delivery, and a Caxtonette. These machines will be in operation and demonstrations will be made daily. Last month an Art Caxton was on exhibit one week. During that time the press was sold outright, and four other orders were booked for early delivery.

All in the Same Boat.

The Bush-Krebs Company, printers and engravers, of Louisville, Kentucky, recently sent out a postal announcement to local printers, on which was printed an item taken from the St. Louis *Ben Franklin Bulletin* relative to the raise in prices by photoengravers. Below this item appeared the following typewritten message: "Conditions with the engraver have been worse than with the printer. The St. Louis printers show the proper spirit in encouraging their brother craftsmen, because they recognize that the chain is no stronger than the weakest link. Let's all brace up — help each other to standardize prices and make the graphic-arts trades respected in the land."

U. T. A. Apprenticeship Committee Wants Information.

The Typothetæ convention at Chicago last September authorized the appointment of a committee to investigate and report on the apprenticeship problem. President Glossbrenner appointed A. R. Barnes, of Chicago; E. Lawrence Fell, of Philadelphia; William Pfaff, of New Orleans; Irwin H. Rice, of Los Angeles, and Henry P. Porter, of Boston, as members of the committee. The committee has issued a circular asking information from employers, as follows:

1. Do you employ apprentices? (Not errand boys — but regular apprentices actually learning the trade.)
2. How many — compositors? Platen presses? Cylinder presses?
3. How many errand boys or other boy help do you employ?
4. Are these destined to become apprentices?
5. Do you give special attention to the training of your apprentices?
6. If so, will you please briefly outline what your method is?
7. What provision is made for their advancement?
8. What rate of wages do you pay — and how often do you increase it?
9. Are your apprentices indentured?
10. If so, for how long?
11. Is parent or guardian of apprentice made a part of indenture?
12. What suggestions can you offer to the committee? (Please outline fully your suggestions, and results of your experience and observations.)

The committee expresses the opinion that "the apprenticeship question is a serious one, and its successful solution will be even more important to our craft than cost installation." Communications for the committee should be addressed to the chairman — Henry P. Porter, 148 High street, Boston, Massachusetts.

Chas. H. Ault Opens American Business.

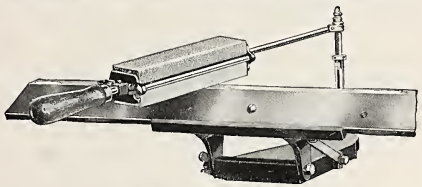
There's another Richmond in the American printing-ink field, or perhaps more accurately it should be said that Charles H. Ault, in starting business in Brooklyn after a dozen years or so abroad, is only commencing where he left off. At any rate, the Ault Printing Ink Company is now an established fact, and those who know Mr. Ault's capacity as a star salesman, operating in the principal towns between the Atlantic and the Mississippi, will have no doubt but that he will be able successfully to market the goods his lengthy experience as a manufacturer will enable him to make.

As president of the foreign advertising of one of America's largest concerns, Mr. Ault has made London his head-

quarters and base of operations for the past thirteen years, but now returns to his native land. He has acquired much valuable knowledge pertaining to the craft while abroad, and, having surrounded himself with an able staff of specialists, we look forward to seeing the Ault Printing Ink Company assume a high place in the ranks of American printing-ink manufacturers.

A New Knife-sharpener.

The highest efficiency on a paper-cutting machine can be attained only where the knife is sharp. The Riess knife-sharpener is an apparatus that will help printers secure the maximum efficiency from their cutting machines. This apparatus is quite a simple affair, consisting of a cast-iron frame to hold the knife at the proper angle and a



RIES KNIFE-SHARPENER.

block containing two high-grade carborundum stones attached to a device with a handle which moves in very accurate lines. No mechanical skill is required to operate it and it can not get out of order. It is said that a knife can be given a perfect cutting edge in a few minutes with this sharpener. The Ries knife-sharpener is made by Sacksteder Brothers, 35 Court street, Tiffin, Ohio.

An Improved Paper-bag Press.

The Kidder Press Company, Dover, New Hampshire, has placed an improved bag press on the market. The press is a hand-feed machine and is built in two sizes, 24 by 36 inches and 36 by 48 inches. Printing may be done in two colors if desired, and may be arranged so as to have two feeders working at the same time. It is specially adapted to printing bags up to ten inches wide, the product being delivered face upward on traveling tapes. For bags or sheets larger than 10 inches, such as milling sacks, shirt sacks, etc., a special delivery may be attached which delivers the product into a box or on a board. The mechanism is simple and the changes are easily and quickly made. It is made for electro or stereo plates. The ink distribution is counted perfect. There are two steel vibrators with one composition roller between the duct roller and the form rollers. There are three form rollers for each color. The machine occupies a floor-space of 6½ by 5½ feet, and is 5 feet high. It requires a 3½-horse-power motor to drive the machine, the pulley being arranged for a 2½-inch belt. The speed is limited only by the capacity of the feeder.

The main office and works are at Dover, New Hampshire. The New York office is in charge of the Gibbs-Brower Company, 261 Broadway.

Senior Pupils of Estienne School Elect Officers.

The celebrated French school of printing — the Estienne School — has the distinction of being a trade school with an organization maintained by its scholars. We note that the "Amicable and Mutual Aid Society of the Senior Pupils of l'Ecole Estienne" held its annual meeting recently in the amphitheater of the school and selected officers and a council of administration as follows:

President of Honor, H. Fontaine, Chevalier la Legion d'honneur; Honorary President, A. Damy, engraver designer; President (effective): H. Blanchetiere, art bookbinder; Vice-Presidents, M. Bonard and A. Groley, manager of A. Groley Freres; General Secretary, F. Simmonnet, engraver designer; Assistant Secretary, M. Bailly, designer for the Cie Generale des Omnibus; Treasurer, M. Pinault, photographer; Assistant Treasurer, M. Hourriez, artist engraver on wood; Archivist, M. Haasen, copperplate printer; Delegate to the Committee of Patronage of l'Ecole Estienne, G. Degaast, engineer (I. C. P.) connected with the technical management of the *Bulletin Officiel des Maitres Imprimeurs;* Members, M. Breuer, employing printer; Louis Goulhot, engraver printer, vice-president of the Federation des Ecoles Professionnelles; M. Marechal, engraver designer; M. Roulet, photo-engraver; M. Saulnier, printer; M. Surcin, lithographic engraver; Van-Beckhoven, engraver, heliographer.

tnjunction Against New Allied Printing Trades Council.

At a recent meeting of the board of governors of the International Allied Printing Trades Council, held at Chicago, the majority of the board withdrew after the chairman ruled that an appeal from the decision of the chair did not carry unless it also received the vote of the chairman himself. In other words, it was ruled that every vote taken must be unanimous to be declared carried. The representative of the International Stereotypers' Union had made the point that the Chicago Allied Printing Trades Council had violated the agreement on which the five international printing-trades unions were affiliated in label matters by refusing to seat delegates from the legally constituted local in Chicago. Chairman Woll, of the photo-engravers, decided the point not well taken. Fremont Frey, representing the stereotypers, appealed from the decision. The appeal was sustained by a vote of 5 to 3. The chair, however, announced that it required a unanimous vote, and that, therefore, the chair's decision was not overruled.

The printers and stereotypers then withdrew, called a meeting and ordered that a new printing trades council be organized in Chicago. Later, when a meeting was called to organize the new body, those in attendance were served with an injunction temporarily forbidding the organization. As we close our forms for this issue the case had not been decided in the courts.

Big Tools of To-day Must Be Good.

"A good workman never complains of his tools" is one of the "tags" that have come down to us from the time of small tools and crude products slowly produced. Up-to-date people know better.

The Cottrells are claiming for their new series two-revolution presses that one of their efficiency elements is that they make the workman contented. He knows he can get the best possible results, which means a mind at ease and increased profits. The Cottrells assert that the thousands of users of their presses have spread the news that they are designed and built to obtain the most rigid impression, perfect bed movement, register and distribution. Every pressman knows these are the requisites in a printing-press that give the best results with the smallest expenditure of time and labor. Furthermore, the Cottrell has an exceptionally satisfactory simplified convertible delivery which can be easily changed from fly to face-up delivery — three minutes. It also has six vibrating rollers

— four metal and two composition — and is equipped with a patent register-controlling device. The Keystone Type Foundry, the general selling agent for Cottrell presses, will be pleased to send a copy of an attractive booklet telling a lot of things about these presses that will be interesting. Address any of its houses, at Philadelphia, New York, Chicago, Detroit, Atlanta and San Francisco.

International Typesetting Machine Company.

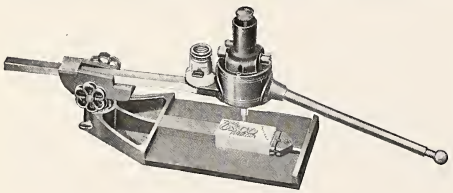
An event unique in the printing industry is the advent of the International Typesetting Machine Company, of Brooklyn, New York. It is rare indeed that a company is organized which is equipped at its inception to do business on a mammoth scale throughout the world. Most concerns of an international, or even national, scope have their beginnings in a small way, and many years are required for growth and development. Only supreme confidence in the product to be placed on the market could have induced Herman Ridder, the head of the new company, and his colleagues to stake the large amount of capital necessary to begin business on such a huge scale.

It was a fortunate culmination of circumstances, coupled with keen foresight and untiring energy, which enabled Mr. Ridder to get together a body of men so eminently equipped to carry out this work. This was a very strong factor in enabling him to put each of the many departments of the huge factory in charge of men who were not only admirably able to carry out the work, but who could make improvements and refinements that would greatly add to the desirability of the output.

The new factory is now in full operation, already employing 750 men, turning out fifty "Intertypes" a month, and supplies in proportionate quantities. So many orders have been received for early shipment that it will be some time before these can be filled. By greatly increasing its expected output, the company hopes, however, to make all shipments within sixty days of receipt of order.

Routing Machine for Printers.

A very simple bench routing machine has been devised by the Osco Machine Company, 185 Franklin street, Boston, Massachusetts. The device consists practically of three working parts—the carriage, its supporting frame and the height-adjusting screw. It has a rack feed for forward and backward motion, and a radial arm for lateral motion. The bed is planed, slotted and fitted with two sliding clamps. The motor spindle is fitted with a spring chuck and holds Royle router bits. The motor runs on 110 volts direct or alternating current, but can be equipped for 220 volts for



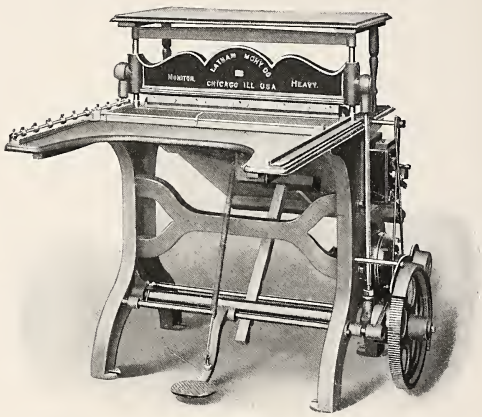
OSCO ROUTING MACHINE.

$2 extra. Machine is fitted with an Edison lamp-plug and is ready to operate as soon as connected with current. The motor spindle rotates over 7,000 revolutions a minute and is fitted with self-oiling bearings.

All printers can use the Osco routing machine to advantage when they are short on wood type or wish to use a few large letters or hand-lettered words. For making embossing and cutting dies, initial letters and monograms, also tint-blocks and crude cuts; for deepening shallow places in plates, replacing damaged words in electrotypes and for leveling off blocks that are too high, this machine will save time and show a high earning capacity.

A New Monitor Round-hole Perforator.

Owing to the big demand, especially of the eastern trade, for a small-hole perforator, the Latham Machinery Company, of Chicago, is now putting out perforators with a 60 or 65 gage hole, as desired, which have met with great



MONITOR EXTRA-HEAVY POWER PERFORATOR, WITH FEED GAGE, RECEIVING BOX AND MOTOR ATTACHED.

success, owing to the demand for small-hole perforating. The Monitor perforator, as shown in the illustration, is claimed to be even faster than the rotary perforator when the work is handled by means of the feed-gage back-roll

Showing 65-gage above and 60-gage below — Monitor Perforator.

delivery and receiving box, and at the same time it gives the highly desired round hole.

The Latham Machinery Company is well known as manufacturer of the Monitor Wire Stitchers, having been pioneers in this line. Both of the company's perforators, as well as its paging and numbering machines and the Multiplex punching machine, will be found in practically every large plant throughout the United States. All of these machines can be seen at the company's offices in New York, Chicago and Boston.

PLAIN TO BE SEEN.

Aunt Eliza came up the walk and said to her small nephew:

"Good morning, Willie. Is your mother in?"

"Sure she's in," replied Willie truculently. "D'you s'pose I'd be workin' in the garden on Saturday morning if she wasn't?" — *Ladies' Home Journal.*

"THE MONOTYPE SYSTEM."

The Lanston Monotype Machine Company, Philadelphia, has had in preparation for the past three years a comprehensive exposition of the "Monotype System," the results of which they present in a handsomely bound volume of three hundred pages. No more complete or carefully considered exposition of a mechanism designed to cover every phase of type composition has ever been presented, and while it is designed primarily for the owners and users of the monotype, it is of interest to every one who has to do with printing, however indirectly.

The scope of the work is well expressed in the quotation on the title-page: "The word monotype means much more than the name of a machine: it includes a complete system of composing-room practice based on the work of the monotype both as a composing machine and as a typecaster." The basic principles of the monotype are described, without technical detail, and its most important mechanisms explained, making clear the manner in which the keyboard operator controls the casting machine, illustrating various forms of simple and intricate composition. In its explanation of the fundamentals of the monotype system it is a reference-book for use in solving the special problems of different composing-rooms.

The frontispiece shows in colors the new Style D or typewriter keyboard, and the improved casting machine for setting type in sizes from 4½ to 18 point in all measures up to 60 picas, and equipped with the attachment for casting type, quads and spaces up to and including 36-point.

Methods and suggestions are given from monotype owners and operators all over the world, compiled and carefully edited to lead the reader chapter by chapter through the description of the machine itself to the explanation of the methods for handling every class of composition from simple straight matter to the most intricate tabular forms.

The basic principles for setting tabular matter are illustrated by plates. Examples are given and explained in a manner so clear that even a printer who has never seen a monotype machine can readily understand and apply them. One advantage of this graphical method of explaining tabular work is that it affords a means for the compositor to test his knowledge of the principles illustrated. He can work out the exercises with pencil and paper at home and acquire the principles of tabular matter even more quickly than by using a keyboard. Among the subjects treated under the heading "Tabular Composition" are: "Centering headings"; "Centering a word column between two figure columns"; "Centering a word column with figure column on one side"; "Fixed spaces of various sizes"; "Various-sized fixed spaces between word columns"; "Various-sized fixed spaces with figure columns"; "Hanging indentions and fixed spaces between columns"; "Spacing to column of uneven width"; "Use of spaces and leaders in making alignments"; "Leaders between columns of uneven widths"; "Open leader work"; "Diamond leader work"; "Allowance for rules"; "Horizontal and vertical monotype rule"; "Simple and intricate ditto work"; "Piece braces and braces in combination"; "Twin-column matter"; "Simple and intricate box headings"; "Even pica tables"; "Words of unknown length at end of leader lines"; "Parallel tables and repeat stubs."

While these subjects have been discussed to some extent in the trade-papers, there are few printers who have made them a study, and in most composing-rooms to-day tabular matter is given only to those compositors known as "tabular men," and it frequently happens there are not enough of these specialists to handle rush work. The monotype idea is to make every printer a tabular man, and "The Monotype System" will be a large factor in reaching its accomplishment. In this connection there is shown a table similar to an interest table by the use of which box headings in a different point size from the body of tabular columns may be set to exactly fit the measure. It is hardly possible to estimate the time this will save in handling railroad work, state and city reports and other tabular matter where two sizes of type are used in combination.

There is a chapter describing the working of the Style DD or duplicating keyboard, the machine that estimates the space copy will fill and tells the operator the point size in which it should be set. The value of this "estimating" feature is cleverly summed up as follows: "If a man could have all the money that has been wasted resetting jobs because they were first set in type too large, or too small, to fill the space properly and satisfy the customer, he could live on his income. In most jobwork the customer does not know whether he wants his job in 8 or 10 point until he sees it in both. With the double keyboard a sample page can be set for one composition cost in both sizes." This chapter explains the advantages of the double keyboard for handling matter with two sizes of type, foot-notes, sideheads, headings for catalogues, parallel reading columns and parallel tables where the stub repeats, as well as wide-measure matter beyond the 60-pica capacity of the single board. Matter up to 120 picas wide is set without difficulty.

The book contains a number of inserts showing diagrams of the arrangement of characters at the keyboard and matrices at the casting machine, with provision made for the use of diacritical letters, reference-marks and other extra characters. It also contains a complete glossary of the monotype language, with all terms fully explained and defined so they can be readily understood by any one who knows the language of the composing-room.

The careful reader of this book must be impressed with its thoroughness. Without becoming tiresome, it analyzes every phase of machine composition, including a chapter on the selection and care of metal, with formulæ for especially hard metal where there are long runs on the press. The selection and use of the melting furnace is covered in detail, with directions for remelting used type into pigs with the least waste of tin and antimony. The author says: "Metal made from old materials, from which the life has been worked out, is in the same class as renovated butter and just as satisfying."

Chapter XLV of "The Monotype System," on the preparation of copy, ought to be set in 24-point italic, framed and hung above the desk of every man who owns a composing machine. It hits straight from the shoulder and lands squarely on the weak spot in the great majority of composing-rooms.

The work well sustains the proposition of the company that it offers not only a machine meeting every requirement of the composing-room, but a "system," thorough, accurate and scientific.

EASIER.

Elsie — "After I wash my face I look in the mirror to see if it's clean. Don't you?"

Bobby — "Don't have to. I look at the towel." — *Boston Transcript.*

NO BETTER.

Sillicus — "There is honor among thieves."

Cynicus — "Nonsense! Thieves are just as bad as other people." — *Life.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

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One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING —A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS —A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE — A rotary printing plant located at Monticello, Ind., and known as the Tippecanoe Printing Company, consisting of 1 Scott all-sized rotary, 60 in. wide; 1 Scott all-sized rotary, 70 in. wide; 1 Cottrell flat-bed, 52 in. wide; 1 two-color Huber rotary, 52 in. wide; 1 Dexter double-16 and parallel; 1 Dexter single-16; 1 Seybold trimmer; 1 Seybold cutter, 44 in. wide; 1 Harris imprinting press; 1 Ward & McLean looper; 1 Smyth sewing machine; 4 Latham stitchers; 2 bundling machines; 1 complete stereo outfit for making plates for the Scott presses; 1 cover folder, 16 by 24; a complete wrapping-paper plant; 2 Kidder two-color presses and 1 Copes rewinding press, and all fixtures for the rapid handling of large edition and wrapping-paper work; the building is of steel and cement, one story, saw-toothed, 100 by 150 feet; warehouse adjoining, 50 by 100 feet, private switch on Monon Railway alongside the warehouse; the lot on which buildings are located is 150 by 600 feet, the switch running entire length of lot; this entire outfit, including buildings and lot, will be sold at a bargain; the former owners operated an open shop, 55 hours per week; the scale in the pressroom and bindery being 25 per cent less than city scale; this plant can be seen at any time; caretaker in charge; the Scott presses will handle anything that a four-roller first-class flat-bed press will handle, and run four times as fast; printing both sides at the same time; it will pay you to investigate this outfit, as the possibilities of developing a large business are very attractive. SECURITY TRUST CO., Receiver, Indianapolis, Ind.

ASTRA ESTABLISHMENTS.— Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.50.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

OFFICIAL NOTICE: In compliance with Section 30, Constitution and Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1913, are invited. Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Nebraska, and will be submitted at the first meeting in 1913 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. J. C. ROOT, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World.

FOR SALE — Long-established Oklahoma county-seat weekly and job office; equipment consists of Linotype, cylinder, folder, jobber, perforator, cutter, round-cornering and numbering machines, cabinets, stones, motors, etc.; plenty of up-to-date job and ad. faces in series; entire outfit in best condition and fully paid for; rare chance for capable newspaper man with moderate capital; part cash, mortgage for balance; quick action necessary; best of personal reasons for selling. N 82.

WANTED — Practical printer with business experience, and a good mixer, competent to make estimates, and with $10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply CHRISTIE LITHOGRAPH & PRINTING COMPANY, Duluth, Minn.

CALIFORNIA, your future home, offers splendid opportunities for wide-awake printers and newspaper men with limited capital; those who contemplate coming West soon should learn from us the best openings in the printing industry in the Southwest. Address PRINT-SHOP BROKERS, 4025 Barrow street, Los Angeles, Cal.

AN OLD ESTABLISHED printing and engraving firm located in the East wishes to negotiate with an experienced business man in this line, who can invest about $20,000 in the Company's stock which is A-1, and who is capable of handling the financial and sales end of the business. For full particulars address N 72.

BUSINESS OPPORTUNITY — For person with practical proposition for publication of trade paper or business that will require Monotype composition and first-class presswork; sound proposition, good reputation and personal services necessary. NEWS-REGISTER CO., Harrisonburg, Va.

EXTRAORDINARY BARGAIN — Good-paying, long-established, running printery; plant and good will, at about cost of machinery alone, or of entire outfit bought of secondhand dealer; chance of lifetime; fine chance to start paper. PAULY PRINTING HOUSE, Eau Claire, Wis.

FOR SALE — Complete job printing plant in live Michigan city of 35,000; latest machinery and type; owner has other interests; plant will inventory about $12,000; $2,500 cash required; now doing a business of $25,000 per year. N 89.

FOR SALE—Completely equipped photoengraving plant doing a profitable business with no competition in a fertile territory in the best town between Chicago and St. Louis. $2,500 takes this business; cash deal, no discount, no credit. N 68.

FOR SALE — Thoroughly equipped job shop in Montana city, doing high-grade work and making money; one man with a little money can get a bargain. Quick. PRINTER, 2120 Harriett ave., So., Minneapolis, Minn.

HALF INTEREST, paying paper, job business, city two thousand, only plant; want good printer with thousand dollars; climate wonderful for overdone men who want blood. HENRY M. WOODS, Winkelman, Arizona.

TRADE CONDITIONS demand independent pressroom in prosperous Southern city; pressman with business ability and some capital — $2,500 to $4,000 — can build up remunerative business. N 80.

WANTED — Party to establish linotype trade composition plant. Address SECRETARY TYPOTHETAE, El Paso, Texas.

FOR SALE — A thoroughly organized and moneymaking printing business in Texas. M 928.

ENGRAVING METHODS.

MAKE YOUR OWN CUTS — By my photoengraving process any printer can automatically copy pictures from newspapers, drawings, catalogues, and make zinc printing-plates; purely mechanical, no drawing; complete working instructions, $1. H. CANFIELD, 437 East Woodlawn, Germantown, Philadelphia.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Rebuilt machinery with absolute guarantee: 29 by 42 Whitlock, four-roller, printed-side-up delivery; 23 by 28 Pony Campbell, front-fly delivery, two-revolution presses; 20 by 30 Gally Cutter and Creaser; 15 by 21 Golding Jobber, with improvements; 14 by 22, Gally, long bar throw-off; 14 by 20 Peerless, late style; Embosser, by Sheridan, head 15½ by 18, four-rod. Paper-cutters: 28-in. Acme, self-clamp; 32-in. Acme, self-clamp; 36-in. Sheridan "Ideal"; 38-in. Acme, self-clamp; 30-in. Stimpson Perforator. Send for complete illustrated list. PRESTON, 167 East Oliver st., Boston, Mass.

OFFSET PRESS at a low price; one No. 3 Scott Offset Press equipped with Dexter feeder which I will sell as it stands at an exceptionally low price; the machine is about two years old; this is a rare opportunity to get an offset press cheap. For particulars address CLARENCE W. DICKINSON, Manhattan bldg., Chicago, Ill.

FOR SALE: One Unitype machine with over 800 pounds of type; only about two (2) years in use; in first-class condition; if taken at once will sell very reasonable; will sell for cash or exchange for printing material. Address ZION PRINTING & PUBLISHING HOUSE, Zion City, Illinois.

FOR SALE — Three 2-color Huber-Hodgman presses, 41 by 60, half cost; $4,000 worth of cameras, lenses, etc.; 20,000 lbs. type used few times for hand-set catalogues; all fine shape; low prices for quick shipment. PECKHAM MACHINERY CO., One Madison ave., New York.

LINOTYPE — Canadian Model No. 3 with extra magazine, two molds, four fonts of two-letter matrices and extra sorts. MONOLINE—equipped with two molds, one font matrices, very late model, good condition. IMPERIAL PUBLISHING CO., Ltd., Halifax, N. S., Canada.

FOR SALE — One 10 by 15 Jones Gordon, 1 10 by 15 Franklin Gordon, 2 10 by 15 S. & L. Gordons, 1 8 by 12 Challenge Gordon, 3 Multiplex punching machines, 1 Sprague Lundell D. C. motor. H. HAMMAR MFG. CO., 17 South Market st., Chicago, Ill.

FOR SALE — One Century Campbell, 2-revolution cylinder press, 4 rollers, front fly delivery, air springs, table distribution, bed 43 by 56; press in good shape, and can be seen running. Apply ROBERT ROWELL COMPANY, Louisville, Ky.

FOR SALE — One Sanborn smashing machine; one Singer sewing machine for bindery work, size 7 by 11; one Latham numbering machine and one Latham perforating machine. N 70.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

FOR SALE — One Model No. 4, linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — Two Model 3 Canadian linotypes with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

FOR SALE — Chandler & Price lever cutter, 21 by 29 standing press; 28 inch backer; Sanborn board shears. C. N. MALOY, Glen Falls, N. Y.

FOR SALE — A complete newspaper plant, presses, type, etc.; for samples, price, etc., address W. T. KIMSEY, Box 404, Saugatuck, Mich.

FOR SALE — One Canadian linotype No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE — One 38-inch Sanborn cutting machine, hand clamp; cheap. N 65.



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by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS — *More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and all Gordon Presses.**

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THE WAGNER MFG. CO., Scranton, Pa.

HELP WANTED.

Bindery Foremen.

WANTED — Bindery foreman and stockman for pamphlet, catalogue and publication work only; three folders, three stitchers, one cutting machine and other minor equipment; must be able to adjust folders; publications folded on rotary press; state experience and salary wanted; fine opportunity for advancement; correspondence kept strictly confidential. Address quickly, PUBLISHER, 821 New York Life bldg., Kansas City, Mo.

Engraver.

WANTED — A first-class designer and letterer; state age and experience. PHOTO-CHROMOTYPE ENG. CO., 920 Race st., Philadelphia, Pa.

HAND PRESS PROVER WANTED. PHOTO-CHROMOTYPE ENG. CO., 920 Race st., Philadelphia, Pa.

Foremen.

WANTED — Foreman for composing-room; plant handling high-class commercial, catalogue and publication work; four cylinders, five platens, one rotary, two linotypes; must understand catalogue make-up and be able to procure good men and control them; should be good executive, able to handle business without becoming "rattled"; fine chance for advancement for competent man; state experience and salary wanted to start; union office. Address PUBLISHER, 821 New York Life bldg., Kansas City, Mo.

WANTED — A first-class foreman with executive ability for composing-room, morning newspaper in city of over 500,000 population; must be good organizer and capable of securing accuracy from the force and understand printing in its every department. N 56.

Job Men.

WANTED — Two good union job printers for commercial and catalogue work; should understand make-up; state experience and salary wanted. AMERICAN PRINTING COMPANY, St. Joseph, Missouri.

Linotype Operators.

WANTED — Linotype operator with experience on book and catalogue work; must be able to make changes on machine; union office. Address W. P. TRACY, American Printing Company, St. Joseph, Mo.

Pressmen.

WANTED — Platen pressman to take charge of five presses on high-class commercial and color printing; state experience and salary wanted; union office. Address W. P. TRACY, American Printing Co., St. Joseph, Mo.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

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WANTED — A first-class proofreader in one of the best-equipped plants in the Middle West, handling all kinds of catalogue, book, tariff and commercial printing. Write THE BLADE PRINTING & PAPER CO., Toledo, Ohio.

WANTED — Proofreader for commercial, catalogue and publication work; man who is good job printer preferred; union office. Address W. P. TRACY, American Printing Company, St. Joseph, Mo.

Salesmen.

WANTED — Good side-line salesman catering to the printing trade; commission basis; give line, territory, reference. THE VAN DINE-STINSON SPECIALTY CO., Elmira, N. Y.

SALESMAN to represent printing-ink house in Chicago. N 94.

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A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

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SITUATION WANTED — Cost man and accountant, with years of practical experience in the printing business, also 3 years' experience installing cost and accounting systems in printing and allied lines; best references; salary $60 per week. M 792.

Artists.

SITUATION WANTED by artist with printing or engraving house or will take charge of department; does designing of catalogues, booklets, photo-retouching and mechanical work; must be in Chicago. M 777.

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BINDERY FOREMAN wants change; practical folding and cutting machine operator; understands paper stock and can oversee shipping; 27 years old, married, good habits; employed at present in Chicago. N 79.

WANTED — Position as bindery foreman or superintendent of an up-to-date printing-office; capable estimator and a producer; thoroughly mechanical in binding and ruling department. N 664.

WANTED by an energetic, ambitious young man, position as foreman of a bindery; thoroughly experienced and highest reference; moderate salary. N 718.

SUPERINTENDENT OR FOREMAN; practical bookbinder, successful manager of men, accurate in estimating and not addicted to the drink habit. N 24.

THOROUGHLY EXPERIENCED BOOKBINDER foreman, capable manager of help, wishes position; West preferred. N 957.

SITUATION WANTED as bindery foreman; twenty years' experience; all kinds of work; want to locate in Chicago. N 96.

Engravers.

PARTNER of new and successful photoengraving plant intends to sell out his interest, wishing to connect with some up-to-date photoengraving house in the capacity of general manager or superintendent; 20 years' experience in lithographic and engraving business; no bad habits, hustler, energetic and of business-getting ability. N 57.

WANTED supervisory position; business man with 15 years' practical and executive ability in photoengraving, printing and lithography, sober, hustler and progressive; desires position where honest and hard work is considered and paid for. M 978.

PHOTOENGRAVER, 11 years' experience in Europe; specialty halftone and color; desires position. Inquire or write 436 W. 23d st., New York city.

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OPEN FOR PERMANENT position after January 1 by a practical printer and pressman as manager or assistant, strictly reliable and sober, age thirty-six; in present position as manager 4 years, highest grade of references, 12 years in charge of medium-sized plants, thorough knowledge of all branches, stock buying, estimating and selling in or out of office, excepting blank-books, economical management, give full particulars, first letter, size of plant, condition and salary. Address H, 419 Leary building, Seattle, Wash.

A YOUNG ALL-AROUND PRINTER (age thirty-eight, married) successful as superintendent and manager in New England; who thoroughly understands estimating all kinds job and high-grade catalogue printing as well as the purchase of stock and equipment wants position; reliable references as to ability, character and reliability. N 76.

WANTED — A situation as foreman or assistant foreman, am an all-around printer; understand high-grade colorwork, also stereotyping; and understand paper folding-box work. Address PHILIP WERTHEIM, 229 N. Main st., Dayton, Ohio.

WANTED — Position as manager or superintendent; practical A-1 worker in the lithographic and photoengraving line, with office and outside experience; able to make good; straight salary and percentage basis or salary only as agreed upon. N 58.

PRINTER, BINDER; practical, competent, all-around man, holding supervisory position, desires to make a change; familiar with all branches; estimator; close buyer; copy compiler; salesman experience. N 983.

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WANTED management, superintendency, or the selling end of a good size plant; can handle a difficult proposition; middle West preferred. Address WALTER J. PHILLIPS, Central building, Rochester, N. Y.

WANTED — Position as superintendent or salesman; 25 years' experience in printing, estimating, cost-finding; numerous and good time-saving ideas; references; state salary — the bigger, the better. N 90.

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SITUATION WANTED as manager, superintendent or foreman of offset department. N 95.

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SITUATION WANTED by first-class, up-to-date union ad. or make-up man on evening paper; not a has-been, but one that can deliver the goods every day; married, sober, and one who isn't afraid of work; West preferred. N 916.

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SITUATION wanted by a man experienced on color and half-tone work; have also had experience as foreman. Address GEORGE SANZENBACHER, 1607 Michigan ave., Chicago.

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PROOFREADER — Non-union proofreader desires position with first-class medium-sized shop where work is not too heavy; would O. K. press proofs; some knowledge of the Monotype; state salary. M 615.

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PRINTERS — Do you require a capable employee in your sales department? If this be the opportune moment for your considering such a subject you will profit in giving me a little of your time; you guarantee an annual remuneration of $3,000; I'll guarantee services plus and gratifying results; opinions from men who realize big possibilities will prove my constructive ability; strict economy with perfect service to your customers is the basis of operation I desire. H. F., 1713 Farmers Bank bldg., Pittsburgh, Pa.

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SALESMAN wants situation with large printing, lithograph, offset or bookbinding plant; 20 years' experience; Chicago territory. N 97.

SALESMAN wants position with wholesale paper house in Chicago; experienced in bonds, flats, book, covers and cardboard. N 98.

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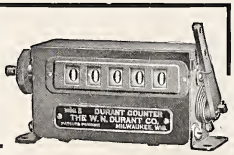
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Standard Linotypes, Models 1 to 10, equipped for ruled tabular and blank work with all sizes of matrices, and without change of any kind in machine, $25 to $35 yearly.

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Banishes Tabular Troubles • Ask any Living Linotyper

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Inland Printer Building

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A Modern Monthly—
All About PAPER

The PAPER DEALER

PD

THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of $1.50 instead of $2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

The PAPER DEALER

186 NORTH LA SALLE STREET, CHICAGO

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color halftone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

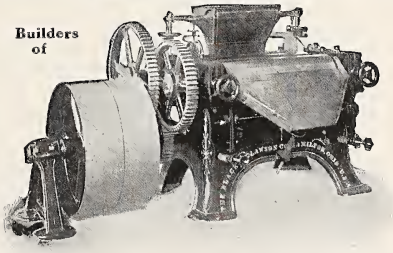
THE HENRY O. SHEPARD COMPANY

632 Sherman Street CHICAGO

THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U. S. A.

Builders of

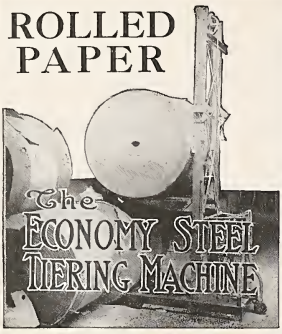


INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6x18, 9x24, 9x32, 9x36, 12x30 and 16x40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

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One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

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415 S. Washtenaw Ave., Chicago, Ill.
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METALS

Linotype, Monotype, Stereotype
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First, Last and All the Time.

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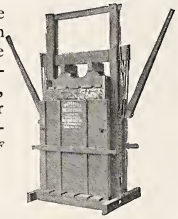
FOR PRINTERS



Best Detergent for cleaning and preserving Rollers

A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

Principles of Advertising Arrangement

By Frank Alvah Parsons

The every-day problems encountered by the printer and advertising man are dealt with in a practical way in Mr. Parsons' great book.

The same facts delivered in a series of lectures cost the members of the ADVERTISING MEN'S LEAGUE of New York $10.00. You can get the same course in book form, profusely illustrated, for $2.00. Money back if you say so, after ten days' examination.

THE PRANG COMPANY
358 Fifth Avenue New York City



Printer, Buy Me

Put energy back of me.
You have the material and I will make you rich.
Lots of money in
RUBBER STAMPS
Write for catalogue

The J. F. W. Dorman Co.
Baltimore, Md.
U. S. A.

We cater to the Printing Trade in making the most up-to-date line of

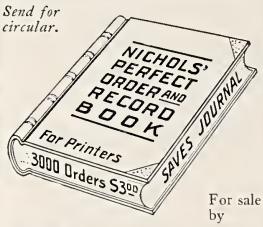
Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

Send for circular.



For sale by
The INLAND PRINTER CO., Chicago and NEW YORK.

EIGHT HOURS OR NINE HOURS?

If your plant is running fifty-four hours a week, or forty-eight hours a week, we can cut the time of figuring your pay-roll to the minimum, and greatly lessen the liability to error.

Nine-hour-a-day Wage Calculator shows the amount for every quarter hour from one-quarter hour to a full week of fifty-four hours, calculated for each quarter dollar of wages from $1.00 to $25.00 a week **Price, $3.00**

Eight-hour-a-day Wage Calculator shows the amount for every quarter hour from one-quarter hour to a full week of forty-eight hours, calculated for each half dollar of wages from $3.00 to $30.00 a week **Price, $3.00**

Either book will save its cost in figuring one pay-roll. Sent postpaid on receipt of price by

The Inland Printer Company 632 SHERMAN STREET, CHICAGO
1729 TRIBUNE BUILDING, NEW YORK

Booklets on Cameo Bring Reputation for Fine Work

Even the inexperienced feel that a booklet on Cameo Plate *must* be worth more. The distinctive appearance and quality tone of Cameo place booklets printed on it beyond the competitive prices paid for those on ordinary coated stock.

Adopt Cameo and add a prestige to your shop for better work.



CAMEO PAPER



Coated Book—White and Sepia

Enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions :

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

ABSOLUTE STANDARD

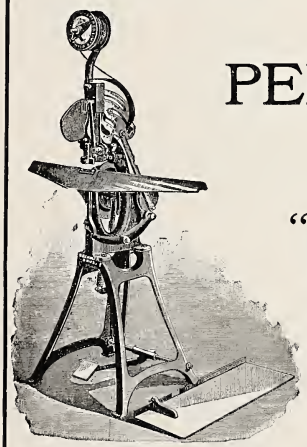
of

PERFECTION

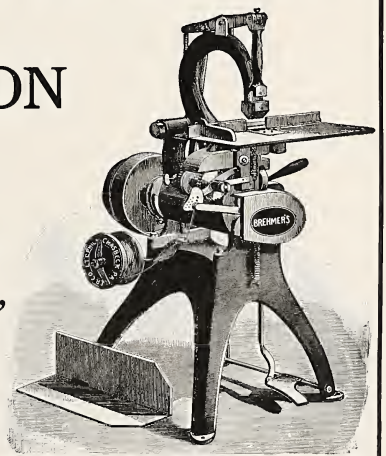
—

"Brehmer Stitchers"

—



No. 33. For Booklet and other General Printers' Stitching.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Compositors Make the Best Operators

¶ That is true because they understand the hundred and one things that go to make typography and which are as necessary in machine composition as in hand composition.

The Inland Printer Technical School

enrolls compositors exclusively as students. Their time and attention are concentrated on becoming operators or operator-machinists. The students do not have their minds distracted from the main issue by lessons or discussions on the rudiments of typography. There is always present the element of trade comradeship and knowledge that gives such a helpful tone to the conversation and stimulates the minds of students when they are discussing their work or studies.

¶ This identity of interest and knowledge, as well as concentration of educational effort, are what enable students of this school to develop so quickly and attain success.

Drop a postal and get a booklet showing what some of our fourteen hundred-odd graduates have accomplished

INLAND PRINTER TECHNICAL SCHOOL

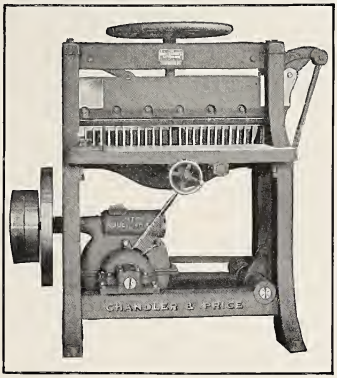
632 SOUTH SHERMAN STREET, CHICAGO, ILL.

CHANDLER & PRICE EFFICIENT CUTTERS

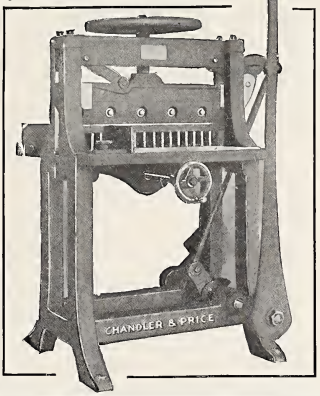
To accomplish everything possible with the fewest parts and simplest mechanism was the aim in the construction of both the C. & P. Power and Lever Cutters. Attention is called to the extra heavy frames and braces to withstand strains of heaviest cuts; the deep throat and ample table to permit handling large lifts; readily adjustable knife of fine steel—all points of merit found on these Power and Lever Cutters. On the Power Cutter note the position of the encased power mechanism, beneath the table, out of the way of the operator, and where it will not pick up dirt and dust; power mechanism comprises worm and gear drive. Either belt or motor may be used to furnish power. On the Lever Cutter the weight and lever can be adjusted to suit operator; an extra large wheel makes clamping easy; perfectly counterbalanced. Where cutters of the kind described are required no mistake will be made in choosing the C. & P. They are backed by the Chandler & Price reputation for reliability. Let us send you full particulars.

CHANDLER & PRICE CO., Cleveland, Ohio

C. & P. Power Paper Cutter

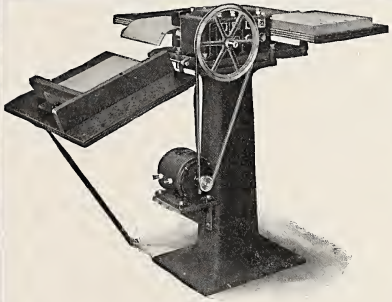


Sold by Dealers



C. & P. Lever Paper Cutter

Sold by Dealers



(Rear View)

The Tatum Crimping and Flexing Machine

Crimping machines are not new, but a good one is rare. The new Tatum Crimper embraces good points not found in any other. Built for to-day's requirement, substantial, convenient, and guaranteed satisfactory.

Note these few important features:

This machine has three pairs of crimping rolls, with one pair of ironing rolls, and not only creases the sheet, but thoroughly flexes it.

This is not satisfactorily done on machines with a single pair of rolls, which often stiffen the paper instead of making it more flexible, and also make the sheets unduly pile up.

The TATUM CRIMPER is an open side machine, and any size of sheet may be passed through.

Very delicate adjustment of the rolls is provided, and without weakening the paper, the sheet is thoroughly flexed.

The roll shafts are of special steel, running in brass boxes (16), and with ample oiling devices.

The work is very rapidly done, passing out at the back into an inclined "lay-boy," which automatically takes care of the sheets.

Further information and price on request.

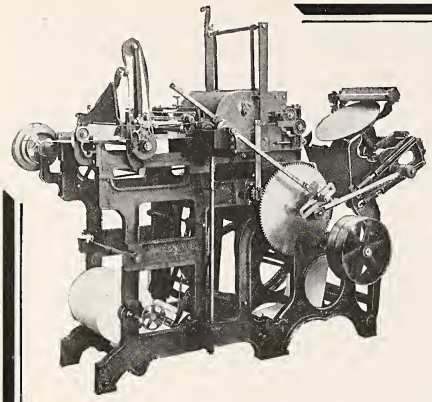
THE SAM'L C. TATUM COMPANY

Main Office and Factory
CINCINNATI, OHIO

THE LINE OF TRUE MERIT
TATUM

New York Office
180 FULTON STREET

Makers of "The Line of True Merit"



The Best Investment You Ever Made

will be the installation of this indispensable Web Perfecting Job Press.

In the erection of this press we studied the requirements of the *average printer,* and the success thus far is the best evidence that we have filled a long-felt requirement.

What Do You Know About this Web Job Press?

Before you make another purchase, why not investigate all our claims and add to your equipment this all-around, dependable press?

NOTE SOME OF THE SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit*. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class jobwork.

Toledo Web Press Manufacturing Company Toledo, Ohio

The Juengst Gatherer-Stitcher-Coverer

Also

The Gatherer-Binder

ON WHICH A FLAT OPEN BOOK IS PRODUCED

Production on Gatherer-Stitcher-Coverer, 3,000
Production on Gatherer-Binder - - 2,500
BOOKS PER HOUR

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York
WE HAVE NO AGENTS

THE PREMIER is the Best of All Two-Revolution Presses. Why?

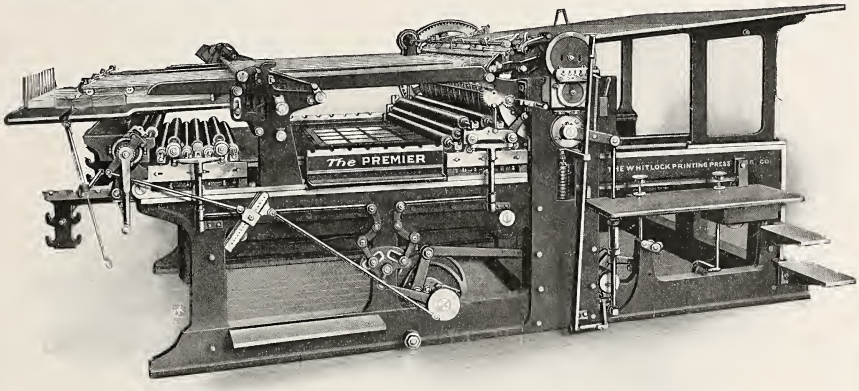
Because it has the strongest, simplest, surest and most enduring Bed Drive — which means speed, register, durability.

Because it has the simplest and most powerful Impression Mechanism — which means a quick make-ready, long life to the form.

Because, having more rollers, a better fountain, extra fountain feed, an independent vibratory motion, it has a better distribution — which means an economy in the use and purchase of inks.

Because it has a better delivery — which means a greater product.

All of which, in the daily operation of the press, contribute to the making and saving of money.



The PREMIER

is the BEST of All the Two-Revolution Presses

Let Us Tell You About It

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas — AMERICAN TYPE FOUNDERS CO.
Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave.
Toronto, Ont.—Messrs. MANTON BROS., 105 Elizabeth St., Canada West.
Montreal, P. Q. — GEO. M. STEWART, 92 McGill St., Canada East.
Halifax, N. S.— PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces.
London, Eng.—Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

FOUND!
A Good Customer—Did You Lose One?

A progressive printer picked up a large contract the other day by proving that his paper was the best and also the cheapest of all the samples submitted. He proved it on

The Mullen Paper Tester

Measures the absolute quality of paper. Differentiates between samples *appearing* exactly the same. Positively relied upon by the paper trade. Used by 555 paper manufacturers in this country and Canada. Single companies use 40 and 50 of them. 204 among the paper dealers in New York city. 46 in United States Government Purchasing Offices, from Washington to Manila and Panama. All paper furnished the United States Government has to meet specified tests on

The Mullen Paper Tester

Will save you good money in your purchasing department and bring you new customers in your sales department. You can not afford to be without the knowledge it gives you. Let us show you the long list of printers and lithographers who are already obtaining these benefits.

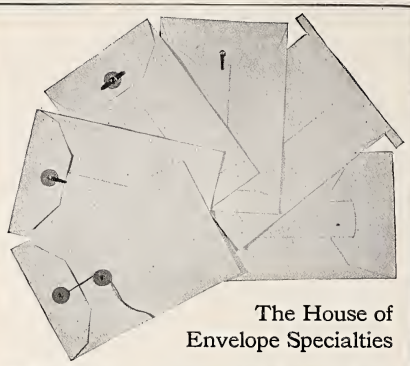
Address Department M.

B. F. PERKINS & SON, *Inc.*

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

Export Agents: PARSONS TRADING CO., New York and London



The House of Envelope Specialties

¶ Pioneers and originators of everything worth while in Tension Envelopes, Clasp Envelopes, Mailing Boxes, Document, Expanding and Filing Envelopes.

Send for descriptive catalogue, samples and discounts

The Tension Envelope Co.

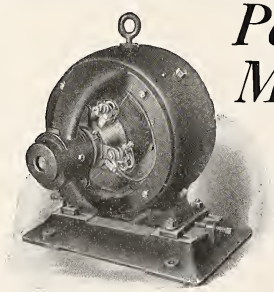
FACTORY: Bush Terminal

SALESROOM: 296 Broadway, New York

SELLING AGENTS IN ALL PRINCIPAL CITIES

NO REGRETS

The installation of a motor built to fill the specified purpose insures satisfactory power.



Peerless Motors

represent the experience of over 15 years, and each motor is made to fill the exact requirement of the purchaser. Therefore, you have concentrated and condensed power—*important features* worthy to be considered by the printer.

Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.

Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street

And All Principal Cities

it is impossible

to show in a black and white advertisement the advantages and possibilities of our process to the

artist

and

photo-engraver

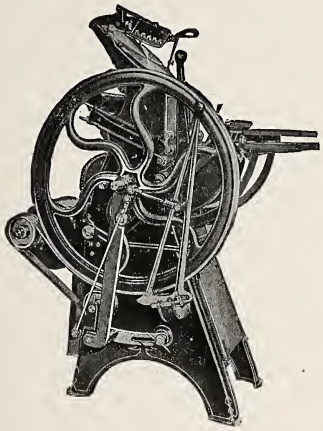
write us and we will send you literature and specimens in full colors.

Chromotype Process Co.

404 Columbia Building,

Saint Louis.

The IMPROVED PEARL PRESS



SAVES

Labor, power, type, floor space in every operation

The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

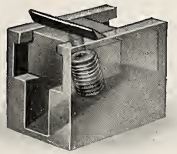
Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency — a basis for reasonable cost — a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "*Speed, Capacity and Quality.*"

Golding Manufacturing Company
Franklin, Mass.

BUY THE HOGE HOOK

(Patented April 11, 1911)



SIZE 4 X 6 PICAS

Square or swiveled jaw. 3-pica jaw adjustment. Can *not* slip. Construction simple. 3 parts, all interchangeable. Narrow or *no* margin. The best for little money.

Uprightgrain Printing Base Co.
709-711 South Dearborn Street
Chicago, Ill.



Signature Truck

A very popular type with publishing houses. We can make anything you may need in the truck line.

Write us concerning your requirements

THE GEORGE P. CLARK COMPANY
"Pioneer Truck and Caster Manufacturers"
Windsor Locks, Conn.
NEW YORK OFFICE: 13-21 Park Row



When the Envelope Question Looms Large

SIZE, shape, paper-stock! Weight, strength, appearance! How to wed economy to quality! Isn't it about time that you shoved off these constantly recurring envelope puzzles to the shoulders of a factory that is *anxious* to give you a real service in short cuts and economies?

Draw on "The Western States" for Free Ideas and Dummies

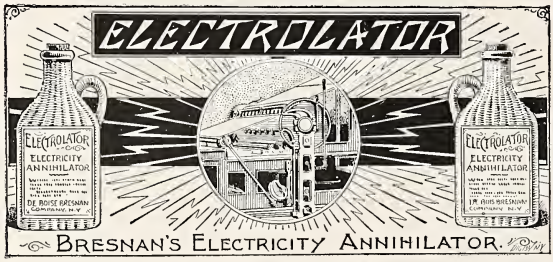
Without obligating yourself in the slightest degree, put up your envelope problems to us for suggestions and solution. We will come back with ideas for economy that you have never before enjoyed—and quality points that will put you out of reach of competition. Beautiful, if true! All right. It's easy enough to "call" us if you think it is advertising bluff. Dare you to try!

Western States Envelope Company

Independent Manufacturers of "Sure Stick" Envelopes for Printers and Lithographers

311-313 East Water Street
Milwaukee

A REMEDY FOR ALL ELECTRICITY TROUBLE IN PAPER



Reduces Costs and Increases Efficiency

Let us send you more particulars and a list of those who have used and known its virtue. Or we will send you a half gallon on approval.

De Boise Bresnan Co., Inc.

23 Park Row, New York City

½ gal., $3.50 1 gal., $6.50 5 gal., $25.00

AN OFFICE NECESSITY—A HOME ACCESSORY

The big, unwieldy atlas is difficult to handle and is ordinarily kept in an out-of-the-way place. To "look it up" is usually a time and money consumer. As a consequence Mr. Proofreader or Mr. Compositor does not verify the doubtful name or statement and a blunder is printed.

Poates' Complete Atlas of the World

is a handy book for desk or table. It contains 193 pages of maps in five and six colors, giving the United States and Canada with their states, territories, provinces and other political divisions, as well as every other country in the world.

The tables of population are based on the 1910 census.

This volume of much information in little space is attractive in appearance.

Cloth, $1.50; Leather, $2.00

THE INLAND PRINTER COMPANY 632 South Sherman Street, Chicago, Ill.

SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

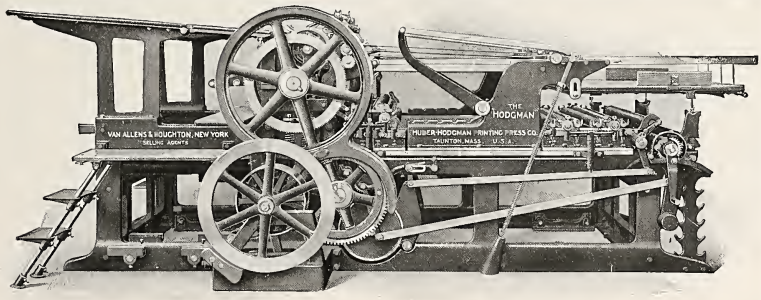
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*



The Hodgman



A good axle and a good king-bolt are very essential features of every wagon, but you can not afford to buy a poor wagon simply because the axle and king-bolt are good.

In looking over cylinder presses you find one that has good distribution, and perhaps another with a good sheet delivery, but if you look CAREFULLY into the make-up of the entire machine you will invariably find some radical defect in design or mechanical construction that so far outweighs the slight advantage of the single point of recommendation that you will not consider its purchase.

We caution you to look carefully, and we use the term advisedly, for one of the greatest difficulties is that the average printer does not give a thorough, careful examination, preferring in many cases to take the word of another person, who is not always disinterested, and finding his mistake too late.

Let us put our time and expense against your time, and we will demonstrate the fact that THE Hodgman, is THE BEST IN THE PRINCIPLE AND MECHANICAL CONSTRUCTION OF ITS BED-MOTION (the most vital factor in every flat-bed press), EFFICIENCY OF INTERCHANGEABLE DELIVERY, PERFECTION OF DISTRIBUTION, RIGIDITY OF IMPRESSION, ACCURACY OF REGISTER, FREEDOM FROM SLURRING, HIGHEST SPEED AND GREATEST LASTING QUALITIES, and

Every Qualification Combined in the Best Press

If we fail to convince you, we will advise you to place your order with "the other fellow."

The Huber-Hodgman Printing Press Co.

Represented direct by

H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass. NEW YORK

Your competitors will be there doing business
Your customers will be there—seeing—buying

THE PURPOSE OF THIS ADVERTISEMENT

IS TO FORCIBLY CONVEY A FEW GOOD REASONS WHY *YOU*
—MACHINERY AND SUPPLY MAN—SHOULD EXHIBIT IN THIS

FIRST BIG NATIONAL EXPOSITION

***of* Printing, Lithographing, Bookbinding Machinery and Supplies**

THAT HAS EVER BEEN ORGANIZED IN THIS COUNTRY

1. It is to be held in the New Grand Central Palace, New York City, April 19 to 26, 1913. This is the finest exposition building in the world.
2. You'll meet and mingle with at least 25,000 wide-awake printers, publishers, purchasing agents and advertising managers, in addition to 100,000 business people.
3. You'll have the opportunity to *demonstrate* your article—to close sales—to get hundreds of good "*leads.*"
4. You can answer all arguments and objections—remove false impressions that may have been created about your line.
5. Big machinery manufacturers who have never found it profitable to exhibit in local cost congresses on account of the expense, are arranging for space in this show, because it is being conducted on a big scale—has the support of the entire trade—is bound to create sales for them.
6. Because, being held coincident with the American Newspaper Publishers' Association and Associated Press conventions—with the co-operation of the Typothetae and various organizations, leagues, clubs, boards of trade, affiliated with the above industries, it is bound to attract thousands of people you are constantly trying to reach.
7. Your competitors will be there doing business—your customers will be there—seeing—buying. Better entertain *them* yourself. Don't leave it to your competitors.
8. A few of the enterprising concerns who have arranged for space are:

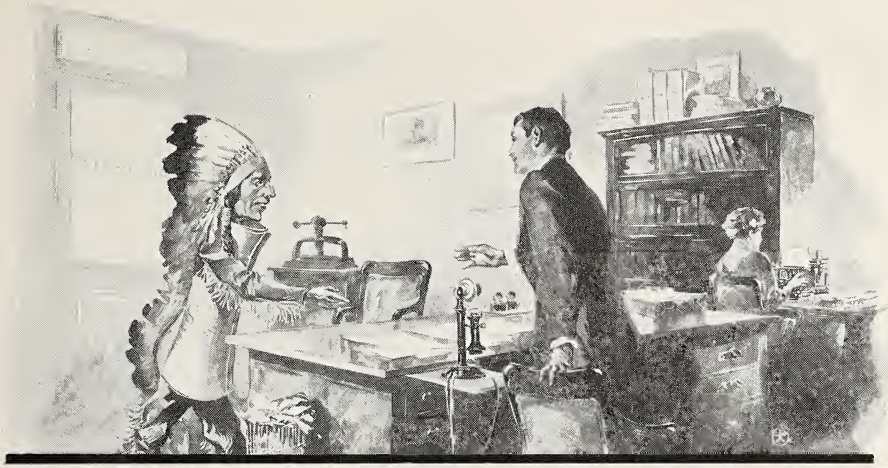
Mergenthaler Linotype Co.
Dexter Folder Co.
Oswego Machine Works
Rapid Addressing Machine Co.
The Seymour Co.
Matthias Plum

F. Wesel Mfg. Co.
The Typo Mercantile Agency
Phoenix Machine Works
J. E. Linde Paper Co.
Loring Coes & Co., Inc.
N. Y. Master Printers Association

Ticonderoga Pulp & Paper Co.
Duryea Mfg. Co.
H. Hinze
Lanston Monotype Machine Co
I. T. U. Commission School
(*Limited space prohibits our mentioning more concerns*)

¶ The choice sections are being rapidly taken. Best thing you can do is write or 'phone us immediately for yours.

HARRY A. COCHRANE, *President*
200 Fifth Avenue, New York City
Telephone Gramercy 724



OLD COUNCIL TREE BOND
Does Its Own Selling

Every printer who has a small sales-force should "boost" OLD COUNCIL TREE BOND. It is so well advertised and so popular that it *takes the place of a city solicitor.*

Most business and professional men know Old Council Tree Bond, hence they are in a *listening mood* when you talk about it. It is ten times easier to sell them that paper than some other brand they know nothing about.

And every time you offer them OLD COUNCIL TREE BOND they know you are recommending Quality—*which is the cheapest in the end.* Try it out, Mr. Printer, and note the result from a *sales* standpoint.

OLD COUNCIL TREE BOND can be secured in any quantity in all its weights and tints from any of the dealers listed below:

BALTIMORE, M. D., B. F. Bond Paper Co.
BRANTFORD, CAN., Barber, Ellis, Ltd.
BUFFALO, N. Y., Alling & Cory Co.
CHICAGO, ILL., Chicago Paper Company
CHICAGO, ILL., Graham Paper Company
CINCINNATI, O., Chatfield & Woods Co.
CLEVELAND, O., Union Paper & Twine Co.
DALLAS, TEXAS, West-Cullum Paper Co.
DENVER, COL., Graham Paper Company
DETROIT, MICH., Chope, Stevens Paper Company
HARLEM, N. Y., J. E. Linde Paper Co.
HAVANA, CUBA, National Paper & Type Company

INDIANAPOLIS, IND., Indiana Paper Co.
ITHACA, N. Y., T. G. Miller&Sons Paper Co.
KANSAS CITY, MO., Graham Paper Co.
LANSING, MICH., Dudley Paper Co.
LOS ANGELES, CAL., Blake Moffit & Towne
MEXICO CITY, MEX., National Paper & Type Co.
MILWAUKEE, WIS., E. A. Bouer Co.
MILWAUKEE, WIS., Standard Paper Co.
MINNEAPOLIS, MINN., Minneapolis Paper Company
NASHVILLE, TENN., Graham Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NEW ORLEANS, LA. Graham Paper Co.
NEW YORK, J. E. Linde Paper Co.
NEW YORK, Geo. W. Millar & Co.
OMAHA, NEB., Carpenter Paper Co.
PITTSBURG, PA., Chatfield & Woods Co.

PHILADELPHIA, PA., I. N. Megargee & Company
PORTLAND, OREGON, Blake, McFall Co.
ROCHESTER, N. Y., Alling & Cory Co.
SAN FRANCISCO, CAL., Blake, Moffit & Towne
SEATTLE, WASH., American Paper Co.
SPOKANE, WASH., Spokane Paper & Stationery Company
SPRINGFIELD, MO., Springfield Paper Supply Co.
ST. LOUIS, MO. Graham Paper Company
ST. PAUL, MINN., Wright, Barrett & Stillwell Company
TACOMA, WASH., Tacoma Paper & Stationery Company
TORONTO, CAN., Barber, Ellis, Ltd.
WASHINGTON, D. C., R. P. Andrews Paper Company
WINNIPEG, CAN., Barber, Ellis, Ltd.

OLD TRADE MARK COUNCIL TREE

NEENAH PAPER CO.

Neenah, Wisconsin

MORE PROFIT



The Profits you have achieved during this closing year, however satisfactory, should be greater in the coming year. The Nation's Business is going to beat all records next year.

Are you ready for the Harvest of Dollars?

Are you ready to satisfy next year's demand for More and Better Printing?

We ask these questions as much in your interest as in our own. *Your prosperity is very important to us.*

We think we have earned the right to advise the printers. Our great Fashion-Creating, Original Type Families have undoubtedly made Printing More Salable and helped You to Sell More Printing. They have Stimulated the Demand for Printing at Better Prices.

They have Stimulated the Demand for Repeat Orders.

Look over your Most Profitable Orders, and you will find they were set in Type Faces ORIGINATED by this Company.

Look over the work which during the past year Increased your Reputation, and you will find it was set in Type Faces ORIGINATED by this Company.



You are progressing profitably if you are largely using the newest Type Faces ORIGINATED by us, and we are progressing to make it easier for all the printers to Do More Business and Make More Profits and Buy More Type and Printing Material.

The greatest, brainiest and most successful type de-

AMERICAN TYPE

Set in members of the Bodoni Family Versatile Border Versatile Ornament Art Ornaments

NEXT YEAR



signers in the world are working constantly to keep this Company ahead of the procession, and to enable our Customers to furnish their Customers with More Attractive Printing than can be produced by any other types.

This Company has greatly prospered because it deserves prosperity.

It has improved not only Type Faces but the Whole Line of Printers' Supplies by making the Best Quality and Best Value the first considerations in every line it handles.

We pride ourselves as much upon giving the Printers a Square Deal as upon being, by the Good Will of the Printers Everywhere, the World's Greatest Distributor of Type, and Printing Machinery and Materials.

For these reasons we ask your support. We ask you to carefully examine the extraordinary contents of our New Great 12-pound Specimen Book and Catalogue, and while so doing, we ask you to remember that every one of the thousands of items therein are DESIGNED FOR YOU TO MAKE MONEY WITH. In selling them to you we can make only one moderate profit; when you use them you will make thousands of profits from the one purchase.



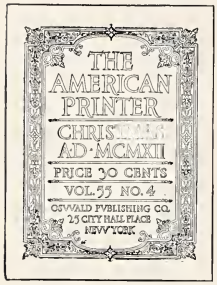
Yours Truly for Prosperity

For the coming year we wish all the Printers Happiness and Prosperity—*all the Work You Can Do and all of it at Profitable Prices.*

FOUNDERS COMPANY

The Winning Specimens in the Contest in Print-shop Advertising

together with portraits of the winners will be found in the



December number of

The

American Printer

There is also a discussion as to whether the waste-basket is a good subject for printers' advertising. This is the Christmas number and contains the holiday spirit thruout —a special cover, new decorative department headings, fine color inserts, suggestions for greeting cards, etc. There are the usual articles (dozens of them) on practical subjects of interest to compositor, pressman, superintendent and business manager. Another portrait in the series of notable employing printers. Review of specimens and reset examples. An article on art bindings and another on a print-shop's experience with color printing. Costs, estimating, conventions, important news — all are given in the usual interesting manner. An exceptional number.

American Printer readers get matter prepared exclusively for them

Send thirty cents for sample copy of the November number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL — and be convinced of its high character.

Inland Stationer

Business Equipment Journal

632 Sherman Street, Chicago

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

¶ because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

¶ because every man in our employ is an expert in color reproduction;

¶ because we are specialists, making none but color-plates, anything from two colors up;

¶ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

¶ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

¶ because our service extends all over the country and is thoroughly dependable.

Correspondence invited.

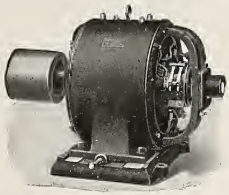
ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET NEW YORK CITY

Have You a Copy?



The Printers' Guide will give you all necessary information about motors—valuable data that no other electric company has ever published. All the standard presses are listed, and the size, type and speed of motor required to drive them are given in tabulated form.

Write at once for a free copy

The Triumph Electric Co.
CINCINNATI, OHIO

PAPER, INK AND MACHINERY
For the Printing and Allied Arts (*Export*)

Sole Export Agents of American Writing Paper Co., West Virginia Pulp & Paper Co., George W. Wheelwright Paper Co., George LaMonte & Son Co., Economy Engineering Co., C. R. Carver Co., B. F. Perkins & Son, and many others.

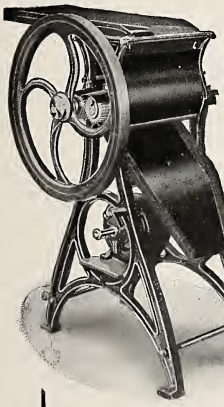
Our own Branch Houses in

Sydney	Melbourne	Brisbane
Wellington	Bombay	Cape Town
Buenos Aires	Mexico	Havana

Agents in Valparaiso, Santiago, Concepcion, Valdivia, Antofagasta, Iquique, Lima, Bogota, Guatemala, Panama, San Juan, Rio de Janeiro, Stockholm, Manila, Athens, Calcutta, Madras, Singapore, Barbados, Kristiania, Talcahuano, Taltal, etc.

PARSONS TRADING CO.
NEW YORK, 17 BATTERY PLACE
LONDON, 171 QUEEN VICTORIA ST.

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company
108 N. Jefferson Street **Chicago, Ill.**

PRINTERS

can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

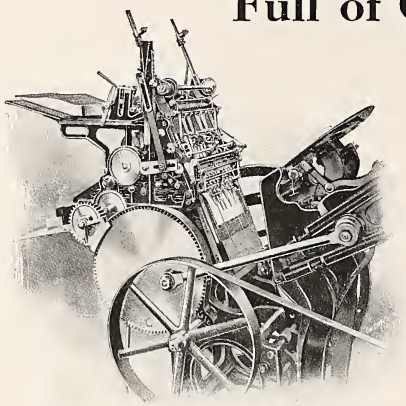
Non-Curling Gummed Paper

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

Write for Samples

Samuel Jones & Co.
Established in England 1811
WAVERLY PARK, N. J.

It's Fierce When You've Got an Office Full of Orders and Can't Get Pressfeeders



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

¶ Many printers do not stop to realize the big increased output accomplished by the installation of the Kirkman Automatic Feeder.

¶ This machine has proven its superiority in its competitive tests with all other makes of Automatic Gordon Feeders.

Do You Want a Free Trial of the Kirkman?

¶ Here's an opportunity to make it prove up in your plant every profit-making claim without expense to you.

¶ You owe it to yourself to investigate the merits of this machine.

Write for full particulars and our Free Trial Offer

AUTOMATIC PRESS FEEDER COMPANY

General Offices: Transportation Bldg., Chicago, Ill. **New York Office: 50 Church Street**

Two Leaders in the World's Progress

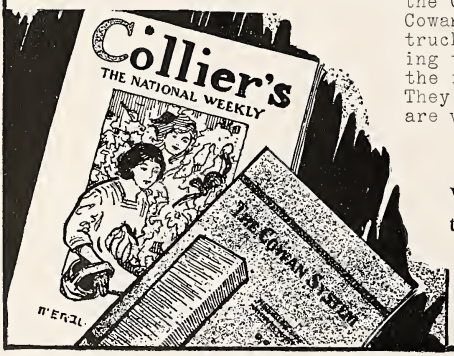
"Colliers" & the COWAN SYSTEM are side by side

READ WHAT A LEADING PUBLISHER SAYS:

Cowan Truck Co., Holyoke, Mass.

Gentlemen:—We have had two of your trucks in operation in our pressrooms for a little over six months, and they are working very satisfactorily. In fact we would not, under any conditions, like to go back to the old system of trucking. We have in our factory over 300 of the old-fashioned flat trucks, and as soon as convenient we expect to replace all of them with the Cowan Truck. We believe that with the Cowan System there will be no upkeep on the truck itself; and the proposition of repairing the platforms is very small, while with the flat trucks the upkeep is considerable. They also save greatly in floor space, and are very much more convenient to handle.

Very truly yours,
P. F. COLLIER & SON, Inc.



What the Cowan Trucking System is doing in the Collier plant, it will do for you.

Write for catalog and prices

COWAN TRUCK CO.
HOLYOKE, MASS.



We want to present this useful 1913 Memo Book to YOU. Won't you please write for it on your business letter-head right away?

THIS Memo Book is made of Brown's Linen Ledger Paper. We want you to thoroughly test the quality of this famous paper. We want you to know why it is Uncle Sam's standard and why you should recommend its use by your particular trade. We want you to learn why Big Business Interests are particular to use Brown's Linen Ledger Paper for their record books, ledgers and loose-leaf systems.

Brown's Linen Ledger Paper

Is made of clean white rags. It is not bleached with strong chemicals. Chemicals weaken the paper fibre and in time discolor the paper. Brown's Linen Ledger Paper never weakens or grows dingy and yellow from age. It stands hard usage without signs of wear. And no paper possesses such perfect ruling qualities; it rules clean and sharp without clogging or catching the pens. And it makes up into books that open flat and smooth. Recommend Brown's on your next ledger and record book job. It will improve the quality and appearance of your work and will prove so satisfactory to your customer that you will get his future business. Write for sample-books.

We also make All Linen and Bond Papers of the better grade.

L. L. Brown Paper Company
Adams, Berkshire Co., Mass.
ESTABLISHED 1850

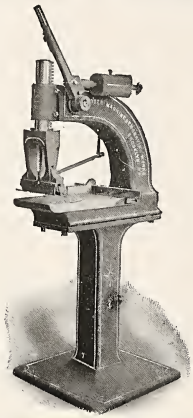
Facsimile of *water-mark*

L.L.BROWN LINEN LEDGER PAPER CO.

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.



"Hoole" Hand Pallet Machine

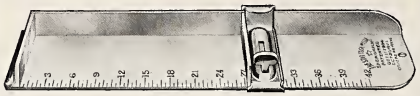
Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

It's the Chosen Stick

and bears the endorsement of the compositor wherever found in use. Every day adds new compositors to our vast army of users.

THE STAR COMPOSING STICK



is made to *assist* the compositor in saving valuable time. It is absolutely springless and the last word in accuracy.

Our German Silver Stick

is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. Made in all popular sizes, both in Nickel-plated Steel and German Silver.

ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

A New Linotype Novelty



An Appropriate Holiday Gift, Useful and Attractive

A LINOTYPE FOB for all who wish to be identified with this rapidly growing branch of the printing industry.

As illustrated, on silk ribbon, with solid gold swivel and finishings, medallion oroide (a composition metal, almost identical in color with gold), heavily gold plated, $5.00. Gold filled finishings, same medallion, $1.50. Leather strap, oxidized copper or silver medallion, 50 cents.

Also made up in ladies' brooch or belt pins and hat pins, very neat and attractive, $1.00.

We have many other useful Linotype novelties, cuff buttons, scarf pins, belt pins, etc. Send for illustrated price-list.

The cut does not bring up the delicate, fine lines of the machine which on the original bring out in remarkable boldness the smallest details of the machine. It must be seen to be appreciated.

LINO NOVELTY COMPANY (Not Inc.)

5340 Drexel Avenue, CHICAGO, ILL.

W WESTINGHOUSE ELECTRIC

Expert Advice on the Electric Drive of Printing-Plants

THE Westinghouse Company supplies complete electrical equipment for printing-plants and will aid in investigating the economies to be obtained from its use in any plant.

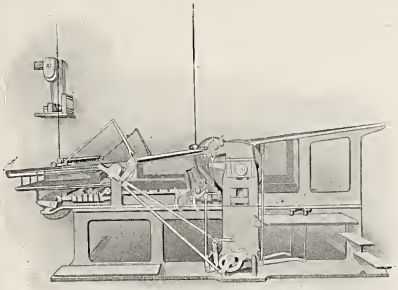
Full information on request.

Westinghouse Electric & Mfg. Co.

East Pittsburgh, Pa.

"U. P. M." THE TRADE-MARK OF QUALITY

The Cussedness of Electricity



when it gets into paper stock is acknowledged by every printer.

And yet there are some printers even to-day who allow their pressmen to struggle against it at the risk of a reduced output and of an increased spoilage because they have not yet equipped with the

CHAPMAN ELECTRIC NEUTRALIZER

Users of more than 4,000 Neutralized presses say it's the only way.

WE ALSO OFFER THE
U. P. M.
VACUUM BRONZER
Makes Bronzing healthy and profitable.

WE ALSO OFFER THE
U. P. M. AUTOMATIC
CONTINUOUS PILE FEEDER
Excels the claims made for it.

SOLE SELLING AGENTS
UNITED PRINTING MACHINERY CO. Jamaica Plain, Boston, Mass. 12-14 Spruce Street, New York
Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

Champlin Mfg. & Sales Co.

Successor to D. H. Champlin

343 South Dearborn Street, Chicago, Ill.

Machinery for
Printers, Lithographers, Bookbinders and Paper Box Makers

WESTERN AGENTS

Potter Printing Press Company, *Plainfield, N. J.*

Brown Folding Machine Company, *Erie, Pa.*

It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

Are These Printers All Mistaken?

THEY SAY THEY ARE GLAD THEY BOUGHT

KIMBLE
PRINTING-PRESS
MOTORS

And Tell Why—With Unmistakable Earnestness

A Four Years' Test

Wausau, Wis., Aug. 9, 1912. We have had three ½ H.-P. Kimble Motors in operation for more than four years and have derived great satisfaction therefrom.

WAUSAU RECORD-HERALD CO.

Gerlach Barklow Company Pleased

Toronto, Canada, Aug. 20, 1912. The last motor purchased from you is giving the same good satisfaction as the rest of the motors bought two years ago. Our satisfactory results warrant our reordering from you when we are again in need of a motor.

GERLACH BARKLOW CO. of Canada, Ltd.

Good Results on Both Gordon and Cylinders

Lansing, Mich., Aug. 13, 1912. Two years ago we equipped one of our Gordons with a variable speed Kimble Motor. It has given us good service ever since. Two months ago we installed a 28 x 40 Whitlock Press with one of your 3 H.-P. single-phase, auto-transformer controller motors. We get any speed we want, from 700 up to the limit, and find that we can operate it much more cheaply than any other motor we have ever tried.

GARDNER PRINTING CO.

Put an End to Motor Troubles

Morris, Ill., Aug. 9, 1912. Over two years ago we installed four Kimble Motors of different sizes, and since the day they were put in our motor troubles have ceased. They have been running daily since then and are giving us the best of service.

GRUNDY COUNTY PUBLISHING CO.

No Waste of Power

Sterling, Ill., Aug. 14, 1912. We have had in constant use for the past four years one ½ H.-P. and one ¾ H.-P. Variable Speed Kimble Motors, and we have recently added a 1 H.-P. Kimble to our equipment. We believe these motors have saved us many dollars over the other style in our power bill, as the pressfeeder is always able to run his motor at a speed that is needed to operate his press. Consequently there is no loss of power.

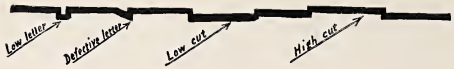
THE QUALITY PRINT-SHOP.

These are only a few of many similar letters. In fact, it is a foregone conclusion that the minute a printer puts in a Kimble Motor, he becomes from that moment a Kimble enthusiast, because he sees where it saves power bill, lessens expense and increases his output.

Send for our catalog of printing-press motors, the only exclusively printing-press motors built for alternating current electricity.

Kimble Electric Company

1125 Washington Boul. *Chicago*



A MACHINE that will expose the lurking errors of low letter, defective letter, low cut and high cut before going to press is as important a tool to the printer as rule, scales and gauge to other mechanics.

SUCH a measuring device must be free from the human variant; it must present constant factors at every application, else it is of no value as a test. Specifically this means a mechanical impression, uniform throughout and identical at each repetition.

THE POTTER PROOF PRESS is the first machine (other than the printing-press) to standardize this work. The Potter Proof Press does provide the scientific means for proving.

A. F. WANNER & COMPANY

MANUFACTURERS

431 So. Dearborn Street CHICAGO

AULT
PRINTING INK CO.



Has pleasure in announcing that it is now open for business and that your commands can now be executed promptly to your entire satisfaction, both in price and quality.

Office and Works, 250 and 252 Plymouth St.
BROOKLYN, N. Y.

Wire Stitcher Simplicity

—the Boston Stitcher's strong point and through which it greatly excels any kindred machine ever offered the trade.

One adjustment (turning the hand wheel) regulates all parts—absolutely, surely, safely. No guesswork, no experimenting, no long and short clinch. The Boston Stitcher regulates the length of wire automatically — perfectly. If you have not had wire stitcher experience, the only safe purchase is a Boston Stitcher. If you are operating old-line stitchers, investigate and you will become a user of Boston Stitchers.

American Type Founders Co.

Artcraft Offset Book

"WITHOUT LINT"

Hard Sized and Made Especially for Offset Work

A paper made from selected stock, insuring perfectly flat delivery in cases.

Carried in 25 x 38 — 60 — 80 — 100 — 120

White only

Ream lots 7½c per lb. Case lots 7c per lb.

Parker, Thomas & Tucker Paper Co.

"Profit-Producing Printing Papers"

514-522 Sherman Street Chicago, Ill.

TIME WAS

when hand-cut overlays answered the purpose.

TIME IS

in which modern print-shops use THE MECHANICAL CHALK RELIEF OVERLAY.

ASK WHY of

WATZELHAN & SPEYER

183 William Street, New York

You—Your Proofs—and

Brass Galleys

You may not think it matters whether we use Drawn Brass Bottoms in making galleys for you. It does—it really does—

Count In Your Cost Sheet

The special Drawn Brass Bottoms in all Wesel Brass Galleys are of uniform thickness. Better still, we put them through a finishing process that straightens and flattens the bottom perfectly. This means you get

PERFECT PROOFS

WESEL ALL BRASS GALLEYS

Wesel Patent Riveted — Lincoln Depressable Rim
Wesel Patent Linotype — Clark Patent Dumping

Send for facts about them and our Brassed-Steel and other Galleys

F. Wesel Mfg. Company

Printers' and Platemakers' Equipment

Main Office and Works:

70-80 Cranberry Street, Brooklyn, N. Y.

New York, 10 Spruce St., Chicago, 431 S. Dearborn St.

Is Static Electricity Decreasing the Output of Your Presses?



Licensed under patents
Chapman Electric Neutralizer Co.

There is one guaranteed remedy for static electricity in printing paper—

The Thompson Static Neutralizer

Costs you nothing if it doesn't do the work. Five hundred pressmen endorse it as the best apparatus ever invented for this purpose.

Do You Want to Do Away With Slipsheeting?

Attach an **Offset Eliminator** (Gas or Electric) to the sheet-delivery mechanism. If it doesn't save its cost the first month, send it back and we'll pay the charges.



TRADE-MARK Offset Eliminator
Beware of Infringements

Write for literature and list of users

THOMPSON STATIC NEUTRALIZER
Makers of Guaranteed Pressroom Accessories
1645 OLD COLONY BUILDING, CHICAGO



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Under the Continuous Editorship of

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National Printer-Journalist
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Monopoly dislikes competition. Monopoly seeks to destroy competition. We are the first serious competition that has ever confronted the composing machine monopoly. We may be disliked, but we are flourishing vigorously.

After having run their allotted time, and earned their merited reward, the patents which enabled the monopoly to be maintained on two-letter linecasting machines have expired. We are not "imitating," we are not "counterfeiting." We are improving, refining and perfecting. As long as monopolistic control existed, improving, refining and perfecting were not necessary. The day of monopoly has now passed. The only patents in force on the "INTERTYPE" are those held by us, and cover improvements which will be found only in the "INTERTYPE" Machine.

Our mats, spacebands and supplies are made as they should be made, by the very men who developed the art of making them. They are interchangeable with those furnished for linotype machines, and will be sold at 30% discount from list prices. Deliveries will commence in December.

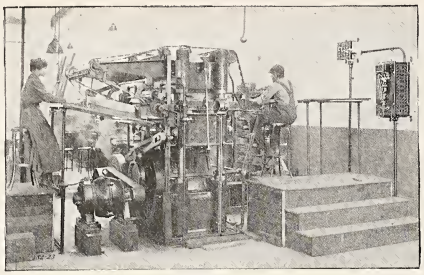
The "INTERTYPE" is the equivalent of the Model 5 linotype. All principal operations are performed in the same manner. The product is a slug which is in no way different from a perfect Linotype slug. The "INTERTYPE" will be sold at $2,150, and deliveries will commence in February.

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The Monitor System

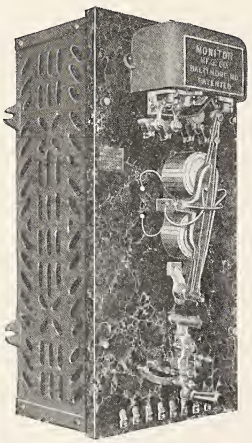


Monitor Controller, Type 44, in service on an embossing machine at the plant of the Simpson-Doeller Company

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"Just Press a Button"

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Write for our bulletin on "Press Control."

Monitor Controller Company

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2137

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All Prices F. O. B. South Whitley, Ind.

Cylinder Presses

	Price New	Our Price
1—No. 3 Miehle, 2-Rev. 4-Roller, 33-46-in. bed, Serial 3198	$2,520	$1,650
Dexter Feeder for above	1,350	
1—No. 00000 Special Miehle, 2-Rev. 4-Roller, 46x88-in. bed, Serial 2411	4,200	2,250
Dexter Feeder for above	1,450	
1—No. 00000 Special Miehle, 2-Rev. 4-Roller, 46x68-in. bed, Serial 2412	4,200	2,250
Dexter Feeder for above	1,450	
1—No. 00000 Special Miehle, 2-Rev. 4-Roller, 46x68-in. bed, Serial 6766	4,200	3,750
Dexter Feeder for above	1,450	
1—No. 2 Miehle, 2-Rev. 4-Roller, 35x50-in. bed, Serial 3307	2,820	1,800
Dexter Feeder for above	1,350	

Folding Machines

1—12x16-in. to 32-44-in. Dexter Jobber, 4 folds, Serial 4591, with Dexter Feeder	2,300	1,150
1—12x16-in. to 32x44-in. Dexter, 3 folds parallel, Serial 4405, with Dexter Feeder	2,300	1,150
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1—32-in. Seybold Duplex Trimmer No. 53, with 2 sets 32-in. knives	1,000	250
1—Latham Power Corner Cutter, Serial 387	150	90
1—Power Looping Machine, Ward & McLean	1,100	550
1—Monitor No. 1 20th Century Wire Stitcher, Serial 3627	300	180
5—Monitor No. 2½ R. Wire Stitchers, Latham Machinery Co., each	175	105
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1—72-in. Seybold Automatic Knife Grinder	500	250
1—Reliance Washington Hand Press, 12½x18½-in. bed	140	84
1—10x15 Chandler & Price Gordon Press, No. 10810	230	125
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We call your attention to the composing room outfit. This we will not break up, but will sell in its entirety to one customer. This composing room was installed about two years ago, with the understanding that we were going into high grade printing. Our expectations in this regard were never realized, with the result that not to exceed 2 per cent of the type has ever been taken out of the cases after having been laid, and such of it as has been taken out has not been printed from. Our editions were all large editions, and we printed exclusively from the electrotype plates.

TERMS: CASH, OR ARRANGEMENTS FOR TIME PAYMENTS MAY BE MADE.

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Phone Harrison 372



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"Good Printing Costs No More Than Bad Printing"

In the printing business we will have cost problems and other problems just as long as the work produced by printers is not intrinsically worth the price asked for it.

A printer who cashed in handsomely on quality put this phrase at the top of his letter-heading: "Good printing costs no more than bad printing." Relatively, this is one hundred per cent truth.

There is a medium and a high grade "good printing." If you know what your work costs, you can make money if you produce one or both. But there is only one grade of bad printing; it's the kind your customer doesn't like, and all the cost systems in printerdom will not relieve you of the problems until you get into the quality class. Quality is part of the service due your customers who are willing to pay for good printing.

Good type, plenty of type, beautiful faces, and a grade of machine composition equal to new foundry type, set by hand, makes printing pay, because it introduces the essential element of quality right at the start.

The Monotype Typecaster and Composing Machine put the remunerative features of beauty and good taste into machine composition, without putting expense into it also.

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The Monotype means a better day's work for every man you employ.

Lanston Monotype Machine Company

Philadelphia

BOSTON NEW YORK CHICAGO

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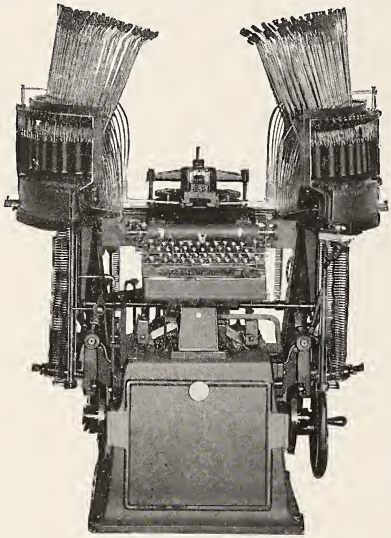
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¶ We want the printer and publisher to investigate the merits of this new line-casting machine, especially built to meet the requirements of the average printer and publisher.

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is the last word in line-casting achievement, the latest development in the printing art, constructed and designed on substantial and simple lines.

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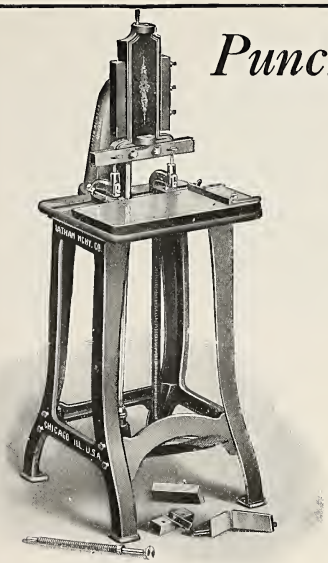
¶ It is substantially built and simple in operation. The operator need not be a machinist to successfully operate. Shipped boxed ready for immediate use.

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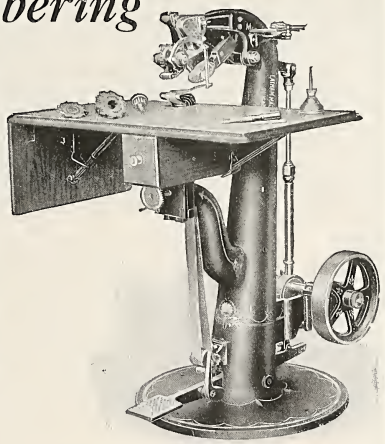
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PAPER
·THE BEST·

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Ask for "AN EXHIBIT"

Brother Jonathan Bond

"Famed for its Excellence"



THIS NEW DISCOVERY IN BOND PAPER MAKING

Abolishes Waves, Wrinkles, Kinks, Creases and V-shaped Ripples.

SEVEN years ago when the Crocker-McElwain Company started in business, we sent our experts to the press rooms of printers and lithographers to find out what bond paper troubles they wanted us to overcome and annihilate.

We found out that the crying, bleeding, disrupting trouble which printers have in printing loft-dried bond papers is the something in the paper that caused the sheet to run into waves, wrinkles, kinks, creases and V-shaped ripples.

The printer thought this trouble was caused by green stock, humidity, faulty adjustment of press, electros, ink, etc.

We found out different. We found that bond papers were not being made flat. They were being finished to look flat, and to lie flat, and to seem flat, but when strained around the cylinder on the press, their artificial flatness was shown to be a snare and a delusion.

We will explain:

The secret of making the paper lie flat on the cylinder is in "building" the paper flat on the paper machine, instead of trying to iron it out flat, between the hot finishing rolls.

When bond paper starts through the paper machine, it is nothing but flowing pulpy water. On the Fourdrinier the pulpy water changes to watery pulp. Under the couch and press rolls the watery pulp becomes a plastic web of paper.

Now, if the Fourdrinier is not dead flat, and if the surface of the flowing water and pulp isn't as flat as a mirror, and the couch and press rolls are not microscopically flat, your paper is born

deformed and will stay deformed forever. The paper maker runs this deformed paper through the calender rolls and irons out the deformity as far as the eye can discern. But not as far as the press can discern.

BOND PAPER MAY DECEIVE THE EYE, BUT NOT THE PRESS

The Ladies' Home Journal and Saturday Evening Post had this same trouble with their magazine paper, and solved it in identically the same way we have solved it in bond paper.

What does this new discovery mean to *you*, who have to print bond paper?

It means that you can load the feeder with 15,000 sheets; start the press, and run through without a stop.

It means that the job comes off the press on schedule just as you estimated.

It means no interruptions, no disruptions to make you wish to Heaven you'd never got into the printing business.

It means that when you go back for the next job you'll find the latchstring and the glad hand out.

The new Tokyo Bond is a characteristic bond paper, with all the cockle and crackle and fine aristocratic look to it. We have abolished none of the looks. We have only abolished the kinks, waves, etc.

This new Tokyo Bond costs you not a cent extra. It is medium priced, yet has the bankish, bondish look of the high priced bond papers.

TEST THE NEW TOKYO BOND AT OUR EXPENSE

We will send you enough Tokyo Bond for 10-M impressions or more (any regular size from 8½ x 11 to 28 x 38). 10-M is the minimum, because you can't get acquainted with Tokyo under 10-M impressions. But there is no maximum limit.

Send us your order and we'll ship paper from the mill to you direct, and invoice it through our nearest distributor.

Run this Tokyo Bond on a regular job. If you are not *overwhelmingly pleased* with it—if you don't say it's the greatest bond paper you ever put on the press, send us your honest criticism and we will refund the money you have paid for the paper.

If you wait for a special job to use it on you will never send for it. Get Tokyo Bond in the house *immediately*, and run it on the *next job*.

CROCKER-McELWAIN CO., 104 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

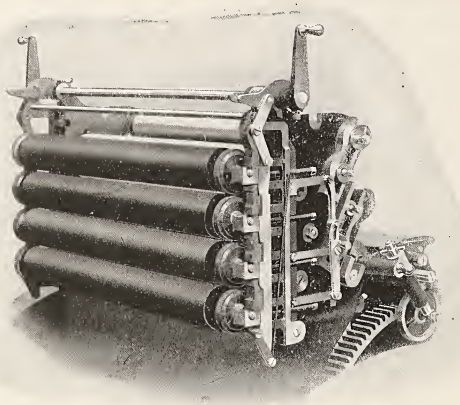
LOOK FOR THIS WATER MARK

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Minneapolis, McClellan Paper Co.
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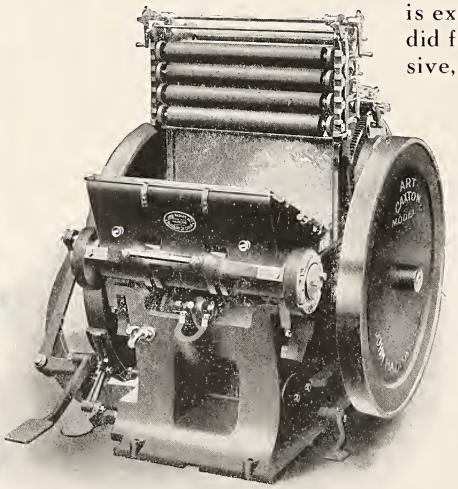
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Fine Letterpress, Half-Tone, Colour, and all good Commercial print:

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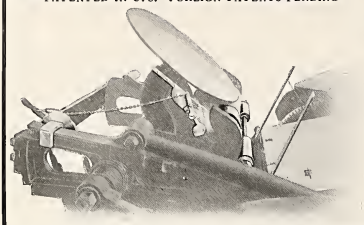
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THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO.

TEMPLE'S
MULTICOLOR
Form Letter Attachment
PATENTED IN U. S. FOREIGN PATENTS PENDING



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Prints the Letter-head, Typewrites the Letter and Prints the Facsimile Signature in THREE SEPARATE COLORS, ALL AT ONE IMPRESSION. Think What This Means to PRINTERS!

THE PARCELS POST IS HERE! GET INTO THE FORM-LETTER GAME! Millions, yes billions of imitation typewritten letters will be printed during the coming year, and the demand will continue to increase as long as typewriters are in use.

"Temple's Multicolor Form-letter Attachment" will enable the printer — any printer — YOU! — to compete with any form-letter machine or duplicating machine built and secure the biggest share of this work.

The attachment is guaranteed to do its work smoothly, without any "fussing," and TO SAVE TIME IN MAKE-READY. Once on the press, it can remain — no time lost in attaching or detaching, yet is instantly available when needed. Does not interfere with regular work in any way.

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Peerless Patent Book Form Cards

can not only get new business without cost, but stir up a lot of business from his present customers; these cards are a trade-mark for up-to-the-minute tradesmen. Can the printer afford to be less up-to-date than his customer? Get these cards into your business; your customers want them and are getting them elsewhere; why not let them get them from you? These cards have no rival, no competitors; they are the "wonder of the world of cards."

Write for trade price and samples and do it to-day

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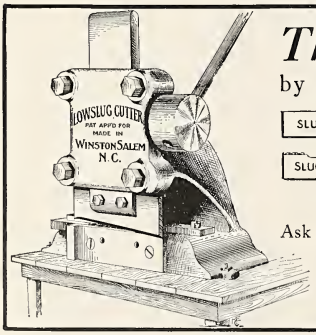
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SLUG AFTER CUTTING
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It cuts your slugs so that it is impossible for them to blur the page.

INSTALLED FOR TEN DAYS FREE
Ask for full particulars about this money-saving machine and the free trial offer.

Lowslug Machine Co., Winston-Salem, N. C.
Orders May Be Sent Through Any Typefoundry

ALUMINOTYPES ARE HARDER—HERE'S PROOF

TELEPHONE NORTH 307

Central Typesetting Company

Book Composition

KINGSBURY & SUPERIOR STREETS, CHICAGO

November 18th.

Mr. W. H. Kaufmann,
c/o The Rapid Electrotype Co.,
Cincinnati, Ohio.

Dear Mr. Kaufmann:

In your letter of November 14th you ask me to give you an opinion on aluminotypes. I might start off my reply by saying that I think they are the greatest printing plates in the world.

What impresses me in particular is the accuracy we find in these plates immediately after casting. They are so good there doesn't seem to be any limit to the number of plates a man can finish in a day. In addition to this, the molding and casting are exceedingly simple propositions.

We have not been able to determine how many impressions we can get from these plates, but to satisfy ourselves as to their hardness as compared with electrotypes, we made an aluminotype of a page and an electrotype of the same page, and sent them to the University of Illinois, at Urbana, with instructions to put them on the testing machine and advise us at what pressure they crushed. The test was hardly satisfactory because, of course, both plates showed a squeeze, even at 10,000 pounds pressure applied, but the aluminotype only showed a reduction in thickness of .0001 of an inch, whereas the electrotype showed a reduction of .0006 of an inch at the aforesaid 10,000 pounds pressure.

In any event, we got what we were after by the time they had applied 100,000 pounds pressure to both plates and returned them to us, because it didn't make any difference how thick the plates were if they would print all right, and that was the main object on our part of the test.

We are enclosing a proof of three pages taken on our proof press: One, marked "A," of the original aluminotype made from this page of type; another, marked"B," the way one of the original aluminotypes was returned after having applied the 100,000-pound pressure; another, marked "C," the electrotype of this page after having applied the 100,000-pound pressure.

Of course, you will understand that on this electrotype proof we have had to put some extra packing on our press, as the electrotype mashed so we could not reach it.

I hope I have answered your questions satisfactorily.

We are moving along nicely, and when we have our help well broken in expect things to go along like a song.

With best wishes, we remain

Yours truly,

CENTRAL TYPESETTING COMPANY

S. P. Jacobs, Pres.

STJ/B

A set of these proofs will be sent to you upon request. Address

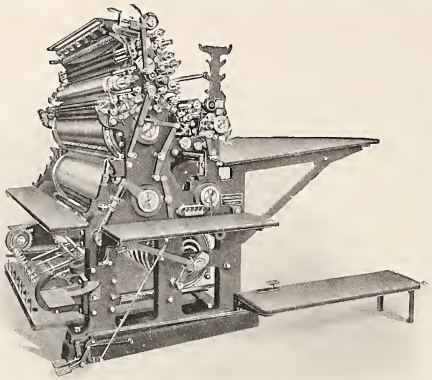
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THE RAPID ELECTROTYPE CO.

NEW YORK **CINCINNATI** CHICAGO

Sole Owners of U. S. Letters Patent on Aluminotypes

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used by "Uncle Sam" for printing documents, speeches, postal cards, money orders, registered letter blanks, manifolding blanks, and for numbering, sealing and collating United States currency are

POTTER PRESSES

Over half a century of successful printing-press building crystallized in

The Potter Rotary Offset Press

so that it is no wonder that it is so generally acknowledged that

"IF it's a POTTER, it's the BEST."

The New Series, Art Distribution Offset Press is a Dandy.

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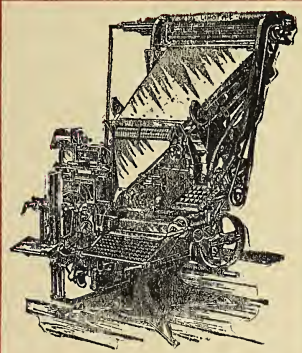
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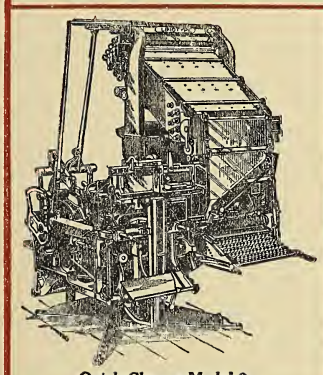
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Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

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The Miehle

October Shipments 1912

The Miehle

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Franklin-Ward Co., Portland, Oregon.	1	2
W. B. Conkey Co., - Hammond, Ind.	1	23
Kuehn Bros. & Co., Baltimore, Maryland.	1	1
Desaulniers & Co., - Moline, Illinois.	1	9
A. C. Clayton & Sons Ptg. Co., St. Louis, Missouri.	1	1
The William Darling Press, New York City.	1	6
H. A. Miller, - - Los Angeles, Cal.	1	
F. A. Bassett Co., Springfield, Massachusetts.	1	6
The Hepner Press, - New York City.	1	1
Raymond-Bassist Co., New York City.	1	
Democrat & Journal Ptg. & Pub. Co., Towson, Maryland.	1	
Arcanum Printing Co., Chicago, Illinois.	1	3
Feldbush-Bowman Ptg. Co., St. Louis, Missouri.	1	4
U. S. Sample Co., - Chicago, Illinois.	1	3
Arts & Crafts Pub. Co., Pittsburgh, Pennsylvania.	1	2
Menasha Carton Co., Menasha, Wisconsin.	1	
Burr Printing House, - New York City.	1	9
A.E.Martell Co., Boston, Massachusetts.	1	4
B. C. Schmitt, - - Columbus, Ohio.	1	1
Monetary Times - Toronto, Ontario.	1	4
Brown & Whitaker, - Hamilton, Ohio.	1	2
Berrian & Douglas, - New York City.	1	3
Texas Farm & Ranch Pub. Co., Dallas, Texas.	1	4
Regensteiner Colortype Co., Chicago, Illinois.	4	32
Hillison & Etten Co., Chicago, Illinois.	1	3
Edmonton Ptg. & Pub. Co., Edmonton, Alta.	1	
S. E. Cassino Co., Salem, Massachusetts.	1	4
The Blosser Co., - Atlanta, Georgia.	1	1
A. R. Barnes & Co., Chicago, Illinois.	1	14



OVER 8000 Miehles IN USE

Surpassing combined output of all other 2-rev. press manufacturers in the world.

QUALITY

For prices and other information address Dept. D.

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Marnell & Co., San Francisco, California.	1	
W. R. Phillips & Co., Toronto, Ontario.	1	3
Laclede Mfg. Co., Bridgeburg, Ontario.	1	
Max Stern's Sons, - Chicago, Illinois.	1	2
The B. F. Goodrich Co., - Akron, Ohio.	1	1
A. W. Hyatt Stationery Mfg. Co., New Orleans, Louisiana.	1	2
Republic Bank Note Co., Pittsburgh, Pennsylvania.	1	4
Faithorn Co., - - Chicago, Illinois.	1	12
Joseph Mack Ptg. House, Detroit, Michigan.	1	10
Jones & Kroeger Co., Winona, Minnesota	1	4
Bozo Rankovich - - New York City.	1	
Hammer Printing Co., Louisville, Kentucky.	1	1
Superior Folding Box Co., St. Louis, Missouri.	1	1
Sunny South Pub. Co., Atlanta, Georgia.	1	1
Hornberger Independent Pressroom, Indianapolis, Indiana.	1	
Gazette Printing Co., Montreal, Quebec.	1	4
D. & A. Ptg. & Eng. Co., Medicine Hat, Alta.	1	
South Lancaster Ptg. Co., South Lancaster, Massachusetts.	1	
F. P. Burnap Ptg. & Sta. Co., Kansas City, Missouri.	1	1
The Brooks Co., - Cleveland, Ohio.	1	2
The Clarke & Stuart Co., Vancouver, B.C.	1	1
Britton Ptg. Co., - Cleveland, Ohio.	1	2
E. E. Vreeland, - - New York City.	1	3
The Lawrence Pub. Co., Philadelphia, Pennsylvania.	1	
Wm. F. Fell Co., Philadelphia, Pennsylvania.	1	11
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Total -	74	348

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THE INLAND PRINTER

FOR JANUARY 1913

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JAN 6 1913
National Museum.

VOL. 50
NO. 4
PRICE 30 c.

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NEW YORK

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We can show you that
You are making a mistake.
Ask us



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BROTHER JONATHAN BOND is for the better class of business stationery. It has gained a reputation for quality which is the envy of every bond paper manufacturer. We make it in tremendous quantities, which gives us an advantage in production cost, the benefits of which we are glad to pass on to our customers. You can be proud of every lot of stationery you turn out on BROTHER JONATHAN BOND and feel confident that it will earn repeat orders for you.

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American Type Founders Co. . Vancouver, British Col.
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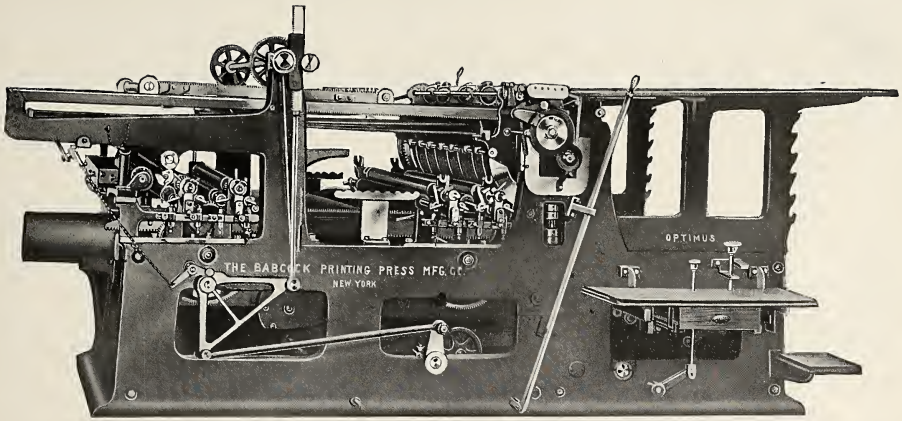
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The Babcock Flat-Beds

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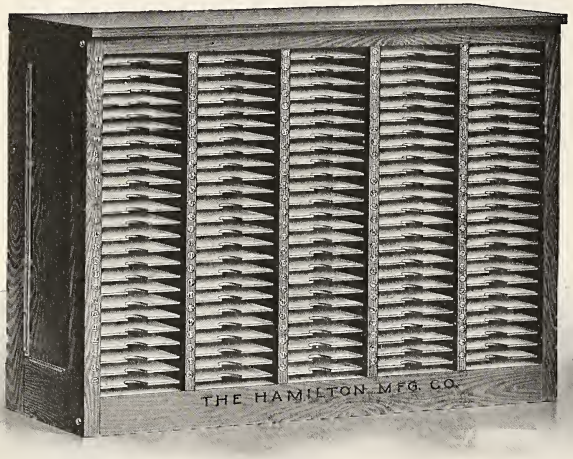
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Separate and special catalogs of Pressed Steel Goods, Wood Goods, Special Goods, "Composing-Room Economy" showing layouts. Copies for the asking.

A New Book and Job Galley Cabinet

The idea of the Book and Job Galley Cabinet for the systematic storage of page forms carried on pressed steel galleys has come into such general favor that we now offer a smaller cabinet of this type, designated as the No. 2, holding 125 galleys, each taking a type page 8¾ x13 inches. The height of this cabinet is 39⅝ inches, occupying floor space 14¾ x54 inches.

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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

PRINTING AND PAPER

¶ Printing and paper go hand in hand. You can not conscientiously recommend quality in the one without recommending it in the other. Nor will your customer long pay for good printing on cheap paper.

¶ Some few printers have unfortunately made a practice of suggesting cheap paper, merely to cut under a competitor's price. This is not only demoralizing to the trade, but unfair to the customer. In the long run this policy will ruin the concern that pursues it. If you don't *know* that your customers should use

Old Hampshire Bond

you should write us. We have some interesting facts on the paper question and we will gladly place them before you.

Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper exclusively

South Hadley Falls, Massachusetts



Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

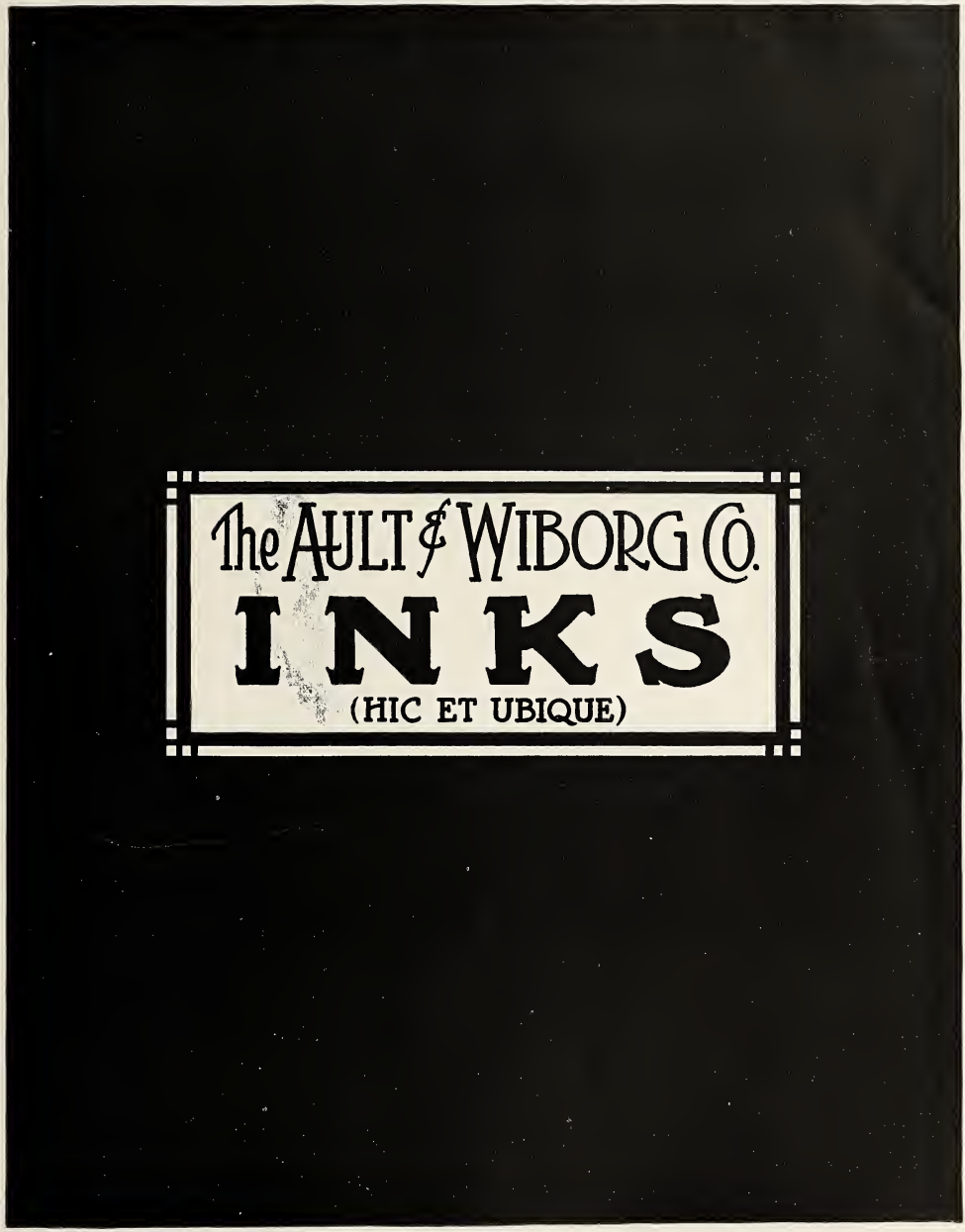
Erie, Pa.

Chicago
343 South Dearborn Street

New York City
38 Park Row

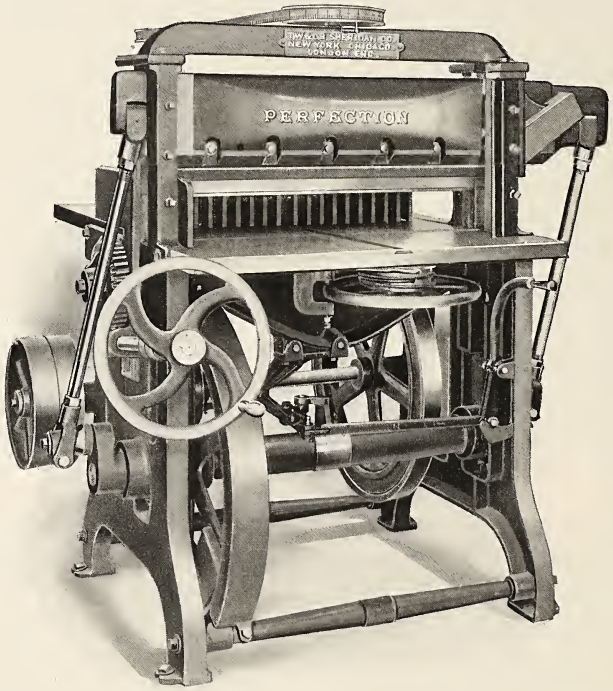
Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street


The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)

PERFECTION

COMPACT, RAPID, ACCURATE AND NOISELESS.
STRONG, WELL-BRACED, AND WILL RUN FOR
YEARS WITHOUT ADJUSTMENT



THE SHERIDAN 34-INCH PERFECTION CUTTER

IS ALL THAT ITS NAME IMPLIES. IT IS THE BEST SMALL HAND-CLAMP CUTTER ON THE MARKET AND SELLS FOR ONLY $400.00

THIS IS ONE OF THE MANY DIFFERENT SIZES AND STYLES OF CUTTING MACHINES WE MAKE

Write for Booklet on Sheridan Cutters

T. W. & C. B. SHERIDAN CO.

Established 1835

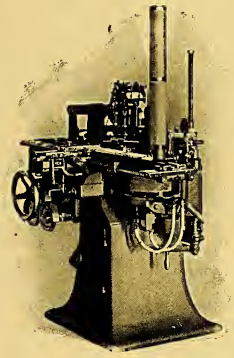
OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

63-69 Mount Pleasant, LONDON, E. C., ENGLAND

14 MONOTYPE MACHINES

AT HALF PRICE



Offered under a guarantee to be as represented or returned at our expense

COST NEW	OUR PRICE
$2650.00	$1325.00

F. O. B. NEW YORK

These machines were in operation until December 14th, 1912 in one of the largest Daily Newspaper offices in New York City.

They were rebuilt by the Lanston Monotype Machine Co., about three years ago and have since been kept in first-class condition by an expert machinist.

We guarantee these machines to be capable of doing work equal to new ones.

10 Model D. Monotype Keyboards at $400 each

F. O. B. NEW YORK

These Keyboards are of the latest type and guaranteed equal to new.

Model No. 5—Linotype Machine condition first class - **$2500**

Model No. 1—Linotype Machine rebuilt, two letter - - **$1600**

Junior Linotype—Single Letter with two fonts of mats - - **$750**

We buy Modern Plants for Cash

RICH & McLEAN

51 CLIFF STREET -:- -:- -:- **NEW YORK CITY**

See Reverse Side for Other Machinery List

REBUILT MACHINERY

Cylinder Presses

1—43x56 No. 00 Miehle, Latest style. $2,500
6—43x56 Cottrell Style K. each 1,000
1—35x50 No. 2 Miehle, thoroughly rebuilt, guaranteed 2,100
1—36x52 Babcock Optimus No. 7, thoroughly rebuilt, delivers sheet printed side up . . 1,500
1—33x46 Cottrell, four roller, front fly delivery, trip and backup, condition first class . . 900
1—33x46 Babcock "Regular" Drum, Tapeless delivery, air buffers, table distribution . . 550
1—28x42 Hoe Stop. This machine is modern in every way, thoroughly rebuilt and guaranteed 850
1—27x39 Babcock Optimus No. 4. Delivers the sheet printed side up. Rebuilt and guaranteed 1,100
1—26x32 Babcock Optimus No. 2, thoroughly gone over, delivers the sheet printed side up. 800
1—26x31 Babcock Drum, tapeless delivery, air buffers, rack and screw distribution . . 350
1—22x28 Campbell Two Revolution, front fly delivery 550

Bookbinders Machinery

5 No. 5 Universal Wire Stitchers, with gear drive Sprague motors, 230 volt direct current, attached $ 160
30 inch Stimpson Foot Power Perforator 200
25 " Stimpson Foot Power Perforator . . . 150
9 " Stimpson Foot Power Check End Perforator 25
McAdams Paging Machine, with 3 extra heads . 150

Miscellaneous Machinery

Hoe Washington Hand Press, platen 20x26, bed 25x30 $ 125
Heim Embossing Press, 24 inch 450
Pyrabil Router 150
Royle Jig Saw, like new. 90
Harris Press, Style 1 E. Good condition 400

Platen Presses

1—14x22 Style 6 A Colts Armory $ 600
4—14x22 " 5 A " " 550
1—14x22 " 3 A " " 475
2—14x22 " 2 A " " 450
2—14x22 " 3 A Galley Universal. 350
1—13x19 " 6 A Colts Armory 450
1—13x19 " 3 A " " 350
2—13x19 " 2 A " " 325
4—13x19 " 1 A " " 275
1—10x15 " 1 A " " 200
1—10x15 " Colts Universal. 200
1—11x17 New Style Gordon, with steam fixtures and pony fountain. 175
4—10x15 Chandler & Price, with steam fixtures and long fountain 165
3—10x15 New Style Gordon, with steam fixtures 145
1— 8x12 New Style Gordon. 100
1— 8x12 Favorite 60
2— 8x12 Chandler & Price, long fountain. . . . 115
1— 7x11 Chandler & Price 90
1— 8x12 New Style Peerless. 100
1— 7x11 Favorite with throwoff 65
1— 7x11 George P. Gordon. 50

Paper Cutters

40 inch New model Sheridan, automatic clamp . $ 550
38 " Seybold (Holyoke), automatic clamp . . 550
32 " Brown & Carver, Oswego, hand clamp . 275
30 " Chandler & Price, lever cutter, interlocking gauge 135
30 " Improved Gem, interlocking gauge. . . 115
25 " Improved Gem, interlocking gauge. . . 90
25 " National 80
24 " Ideal, interlocking gauge 80
23 " Chandler & Price, like new 80
23 " Peerless Gem, like new, two knives. . . 80

Electrotype Machinery and Supplies

High Speed Plaining and Roughing Machine, modern in every way; size of table 18x30 inches. Cost new $1,200 $ 350

Combined Saw and Trimmer. Size of table 22x36, trimmer table 18x21. Cost new $300 125

Combined Saw and Trimmer, with curved plate trimmer; size of table 22x36. Cost new $400 . 125

Wesel Beveling Machine No. 3. This machine has adjustable table and will bevel 24 inches. Cost new $390 175

Curved Plate Router. This machine is complete, with three extra cylinders. Cost new $525 . . $ 175
Goss Curved Plate Beveler, diameter of cylinder 13 inches; length 24 inches 25
Two Steam Wax Tables, size 24x36 inside. Cost new $75 35
Saw Table, 24x28 inches 90
Saw Table, 28x33 inches, four leg base 90
Rotary Force Pump, with iron wall bracket and 220 volt direct current electric motor, connected by gears, and with pipe, hose and rose sprinkler. Cost new $145 80

5% Discount for Spot Cash on Machinery listed on this page

F. O. B. New York

We Buy Modern Plants for Cash

RICH & McLEAN

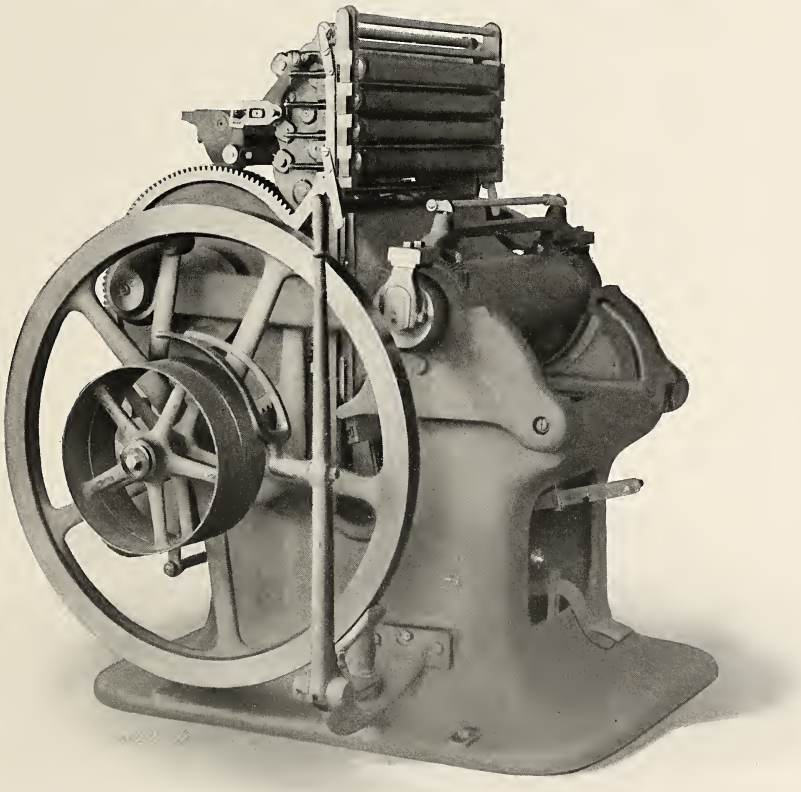
51 CLIFF STREET -:- -:- -:- NEW YORK CITY

See Reverse Side for Other Machinery List

IF YOU ARE INTERESTED IN

COSTS

You should know that many forms which required two or three inkings on our older models can now be done with a single inking on the machine illustrated below.



JOHN THOMSON PRESS COMPANY

253 Broadway, NEW YORK CITY — Fisher Building, CHICAGO

TORONTO TYPE FOUNDERS — CANADIAN AGENTS.

ST. NICHOLAS LINEN BOND

Consistently Good

Our Specimen Books show that it is Good.

Our Monthly Sales prove that it is Consistent.

THE WHITAKER PAPER COMPANY

CINCINNATI

New York Office:
FIFTH AVENUE BUILDING

Sold in Boston by
BAY STATE PAPER COMPANY

Chicago Office:
1166 PEOPLES GAS BUILDING



TEST YOUR PAPER



Price $20.00. Calf Skin Case, $1.00 Extra

WITH

The Ashcroft Paper Tester

In no other way can you determine its exact value.

Just examine these tests made on five widely advertised Bond Papers; all basis 17x22—16:

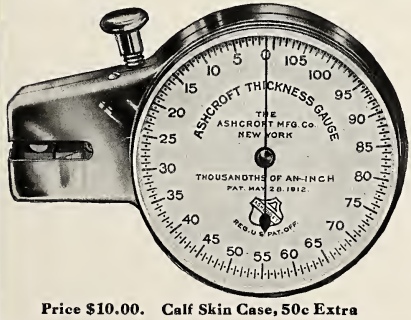
Sample No. 1.	Average strength,	34.6	thickness	.00275	Price,	20c per lb.
" No. 2.	" "	23.2	"	.0025	"	6½c " "
" No. 3.	" "	26.3	"	.0025	"	16c " "
" No. 4.	" "	25.3	"	.0025	"	10½c " "
" No. 5.	" "	24.5	"	.00275	"	6 " "

Sample No. 1 is a good paper, tests high and bulks well.

Sample No. 2 *tests less* than sample No. 5, *bulks less* and COSTS MORE. In addition, it is not as white as sample No. 5.

Sample No. 3 tests almost the same as No. 4, bulks exactly the same and costs 5½c per pound more. There is very little difference between the two in the matter of color, finish and crackle.

These tests illustrate why the ASHCROFT PAPER TESTER is necessary to every printer. Not only is it invaluable for comparing various samples, but its accuracy, and ti e fact that it is constructed entirely of metal, makes it the most desirable paper tester to be had.



Price $10.00. Calf Skin Case, 50c Extra

The Ashcroft Thickness Gauge

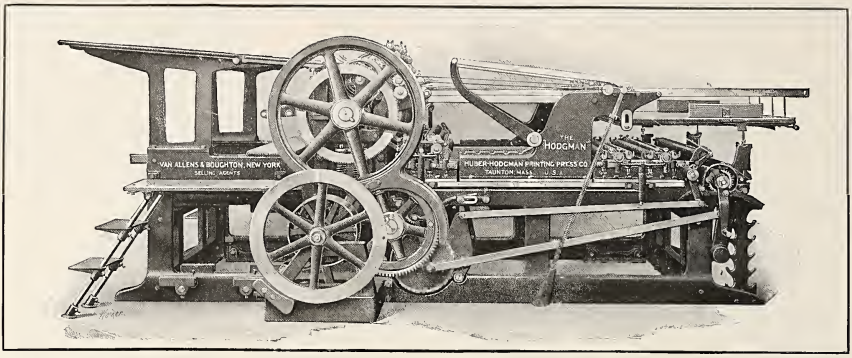
will enable you to determine the bulk of various samples. By measuring the bulk of ten sheets, you can tell the bulk of any number of sheets. It will tell the difference between various thicknesses of paper instantly.

It is invaluable to the printer and printers' salesman.

THE ASHCROFT MFG. COMPANY

85-87-89 LIBERTY STREET NEW YORK CITY

Canadian Sales Agent, G. B. Legge, 156 Yonge St., Toronto, Ont.



The Hodgman,

Sends You New Year Greetings

The new year will mean one or more new presses to a great many printers, and it will be a Happy New Year to those who buy The Hodgman,

This is an incontrovertible fact. It is being demonstrated every day. Make no mistake by ignoring it.

YOU PROVIDE THE OPPORTUNITY. WE WILL FURNISH THE DEMONSTRATION

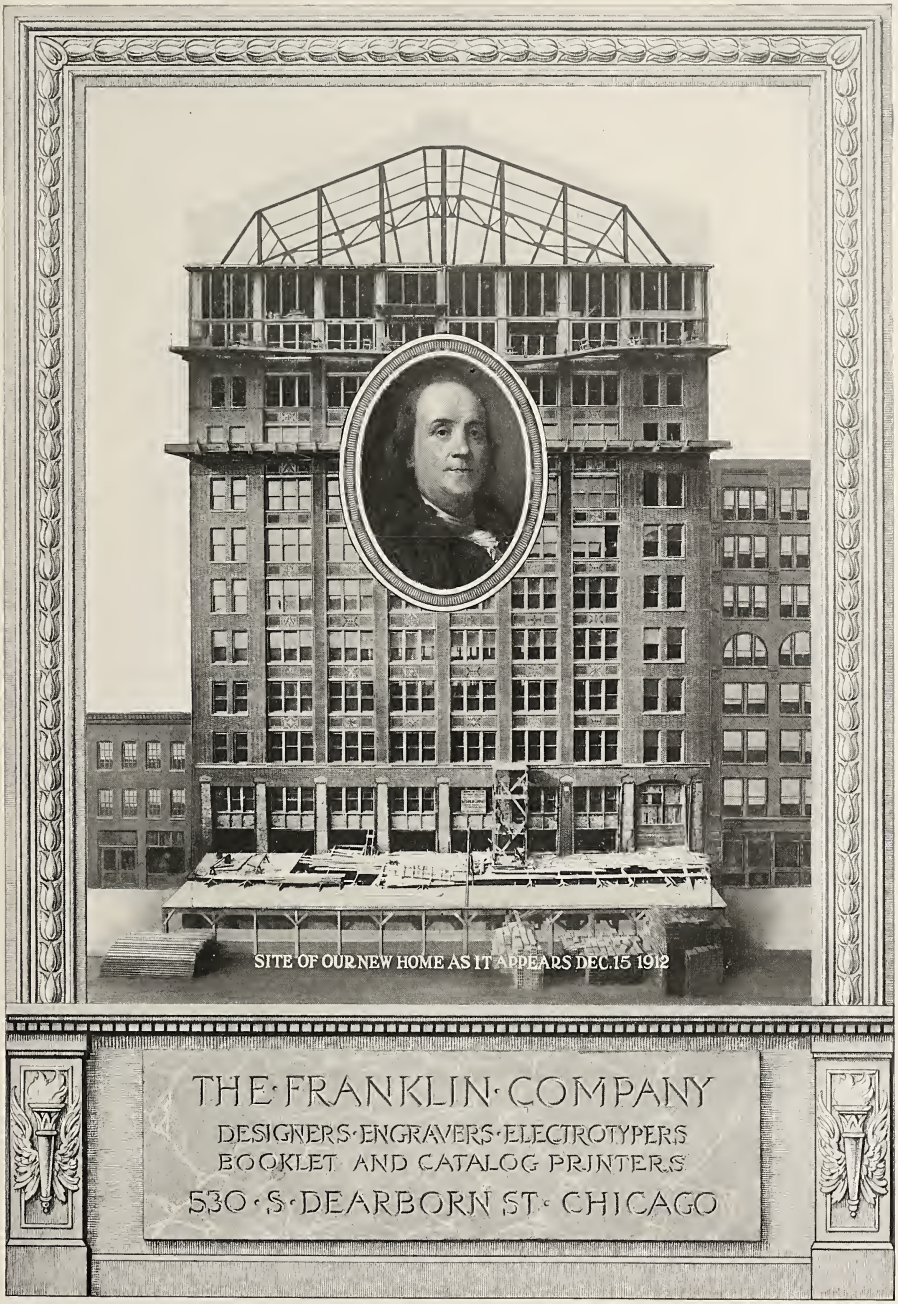
The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

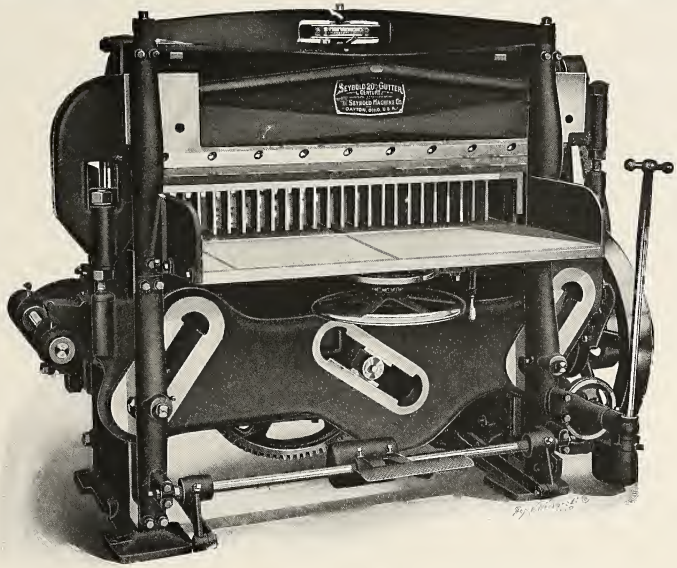
Factory: Taunton, Mass.

NEW YORK


SITE OF OUR NEW HOME AS IT APPEARS DEC. 15 1912
THE·FRANKLIN·COMPANY
DESIGNERS·ENGRAVERS·ELECTROTYPERS
BOOKLET AND CATALOG PRINTERS
530·S·DEARBORN ST·CHICAGO

QUALITY
PRICE
TERMS
SERVICE
COVERS
EVERY
POINT
QUEEN CITY PRINTING INK CO.
INKS
CINCINNATI

The Seybold 20th Century Automatic Cutting Machine



SEYBOLD PATENTS
Illustration 38-inch, 44-inch and 50-inch Sizes

The Seybold 20th Century is the *one* cutting machine that produces *smooth and even* cutting.

WHY?

Because the shear and down cutting strains are *concentrated* and *come directly beneath the table,* the *strongest* portion of the machine, consequently *freeing the knife bar entirely from vibration.*

On all other cutters the knife bar is guided *above the table.*

This is only one of many important points of superiority peculiar to the Seybold 20th Century Cutter.

Give us the opportunity to fully explain and demonstrate.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.



Show Your Customer Its Strength and Quality

Tear a sheet of Hammermill Bond and let him see the fibre; crumple it and show that it doesn't crack; compare the quality with similar papers costing 50% more.

You can readily convince your customers, and yourself, that

HAMMERMILL BOND

The Best Paper at a Moderate Price

DISTRIBUTORS OF HAMMERMILL BOND

Albany	Hudson Valley Paper Co.
Atlanta	S. P. Richards Company
Baltimore	Dobler & Mudge
Birmingham	The Whitaker Paper Co.
Boston	Bay State Paper Co.
Buffalo	Alling & Cory Co.
Chicago	Dearborn Paper Co.
Cincinnati	The Whitaker Paper Co.
Cleveland	Petrequin Paper Co.
Denver	Carter, Rice & Carpenter Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	Beecher, Peck & Lewis
Hagerstown, Md.	Antietam Paper Co.
Indianapolis	Crescent Paper Co.
Kansas City	Kansas City Paper House
Los Angeles	Blake, Moffitt & Towne
Louisville	The Whitaker Paper Co.
Milwaukee	E. A. Bouer Co.
Minneapolis	John Leslie Paper Co.
Montreal	Howard Smith Paper Co.
Nashville	Clements Paper Co.
New Orleans	E. C. Palmer & Co.
New York City	Paul E. Vernon & Co.
New York City	Union Card & Paper Co.
New York (for export)	A.M. Capen's Sons
Omaha	Carpenter Paper Co.
Philadelphia	I. N. Megargee & Co., Inc.
Pittsburgh	Alling & Cory Co.
Portland, Ore.	Blake, McFall & Co.
Providence	R. L. Greene Paper Co.
Richmond	Richmond Paper Mfg. Co.
Rochester	Alling & Cory Co.
St. Louis	Black-Elliott Paper Co.
St. Paul	Wright, Barrett & Stillwell Co.
Salt Lake City	Carpenter Paper Co.
San Francisco	Blake, Moffitt & Towne
Scranton, Pa.	Megargee Bros.
Seattle	American Paper Co.
Toledo	The Whitaker Paper Co.
Toronto	Buntin-Reid Co.
Washington	R. P. Andrews Paper Co.

will give him the best service for all office forms and other commercial stationery.

The low price of Hammermill Bond will land the order and still enable you to turn out a job that will please him and satisfy you.

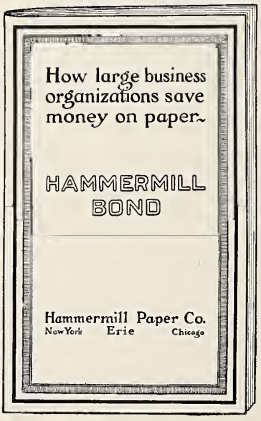
We carry a big stock of Hammermill in all sizes and weights. You need never be seriously delayed if you select Hammermill. The 12 colors and white offer a big range for selection.

Write on your Letter-head—NOW For Free Book of Samples

and sample sheets for testing Hammermill Bond. Convince yourself that our claims are true. Ask your paper house for the price.

Hammermill Paper Co.

Erie, Pennsylvania





Printers Who Know How

to employ their art to the best advantage can produce steel engraved securities of the highest quality with the use of

"K. B." BLANKS

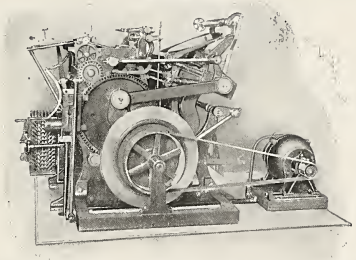
They are made like money. They look like money. They feel like money. Crisp currency—that's the idea. Therefore, dealers and investors prefer them. The only line of steel engraved blanks on the market. Do not confound them with lithographed blanks.

Samples and prices on application

Kihn Brothers Bank Note Engravers
99-103 Beekman Street New York

SPRAGUE ELECTRIC MOTORS

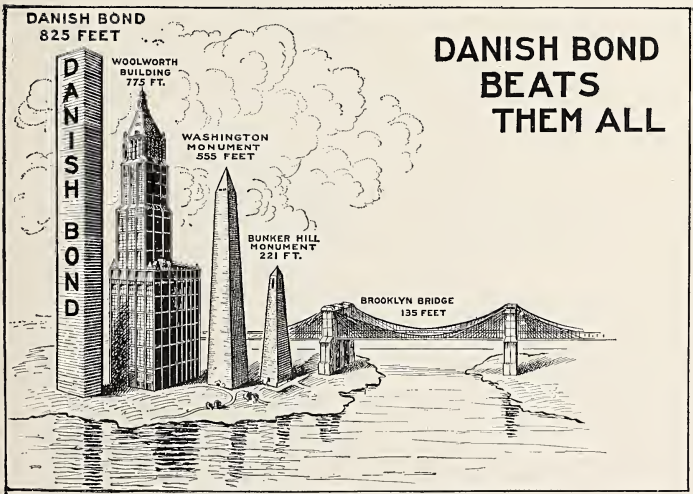
ALTERNATING AND DIRECT CURRENT
Operating a Majority of the Motor-Driven Printing Plants of the Country



Round-Type Motor Belted to Wood & Nathan's High-Speed Automatic Job Press

Sprague Motors give unusually efficient service because they are specially designed to meet the requirements of the printing trade. We have a motor and controller for every machine in the Graphic Arts trade. *Bulletin No. 2374 sent on request.*

Sprague Electric Works
Of General Electric Company
Main Office: 527-531 West 34th St., New York, N. Y.
Branch Offices in Principal Cities



DANISH BOND BEATS THEM ALL

SOLD BY THE FOLLOWING JOBBERS:

Albany, N. Y.....Hudson Valley Paper Company.
Baltimore, Md.....B. F. Bond Paper Company.
Boston, Mass.....Tileston & Livermore Company.
Brantford, Ontario.....Barber-Ellis, Ltd.
Buffalo, N. Y.....R. H. Thompson Company.
Chicago, Ill.....Dwight Brothers Paper Company.
Columbus, Ohio.The Central Ohio Paper Company.
Denver, Colo..Carter, Rice & Carpenter Paper Co.
Grand Rapids, Mich..Dwight Brothers Paper Co.
Indianapolis, Ind.....Crescent Paper Company.
Kansas City, Mo.....Kansas City Paper House.
Los Angeles, Cal.....Blake, Moffitt & Towne.
Louisville, Ky.....Louisville Paper Company.
Milwaukee, Wis..Dwight Brothers Paper Company.
Minneapolis, Minn...John Leslie Paper Company.
New York City..Miller & Wright Paper Company.
New Orleans, La.....E. C. Palmer & Company.
Omaha, Neb.....Carpenter Paper Company.
Philadelphia, Pa..Wilkinson Brothers & Company.
Portland, Ore.....Pacific Paper Company.
Rochester, N. Y.....R. M. Myers & Company.
San Francisco, Cal.....Blake, Moffitt & Towne.
St. Louis, Mo.....Mack-Elliott Paper Company.
Toronto, Ontario.....Barber-Ellis, Ltd.
Washington, D. C...B. F. Bond Paper Company.
Winnipeg, Manitoba.....Barber-Ellis, Ltd.

Every week the sales of

Danish Bond

figured in size 8½x11 would make a pile 825 feet high. This is higher than the Woolworth Building, the highest office building in the world, and makes the Washington and Bunker Hill monuments look small.

Try It!

Manufactured by

B. D. RISING PAPER COMPANY
HOUSATONIC
Berkshire County,
Massachusetts

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
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THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

FOUND!
A Good Customer—Did You Lose One?

A progressive printer picked up a large contract the other day by proving that his paper was the best and also the cheapest of all the samples submitted. He proved it on

The Mullen Paper Tester

Measures the absolute quality of paper. Differentiates between samples *appearing* exactly the same. Positively relied upon by the paper trade. Used by 555 paper manufacturers in this country and Canada. Single companies use 40 and 50 of them. 204 among the paper dealers in New York city. 46 in United States Government Purchasing Offices, from Washington to Manila and Panama. All paper furnished the United States Government has to meet specified tests on

The Mullen Paper Tester

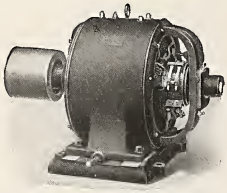
Will save you good money in your purchasing department and bring you new customers in your sales department. You can not afford to be without the knowledge it gives you. Let us show you the long list of printers and lithographers who are already obtaining these benefits.

Address Department M.

B. F. PERKINS & SON, *Inc.*

Sole Manufacturers
HOLYOKE, MASSACHUSETTS
Export Agents: PARSONS TRADING CO., New York and London

Have You a Copy?



The Printers' Guide will give you all necessary information about motors—valuable data that no other electric company has ever published. All the standard presses are listed, and the size, type and speed of motor required to drive them are given in tabulated form.

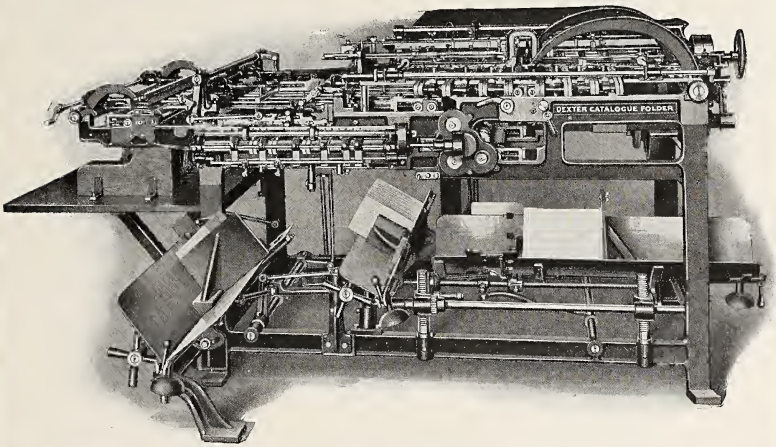
Write at once for a free copy

The Triumph Electric Co.
CINCINNATI, OHIO

D E X T E R

The DEXTER Catalog, Book and Parallel FOLDER

Combines Three Distinct Machines in One



WHY buy 3 folders when one Dexter 290 type will fold oblong or catalog, gang work two or more on; book and pamphlet forms? You can fold 23 distinct forms on this machine.

FIRST: A complete right-angle book and pamphlet machine, delivering from 8 to 32 page forms.

SECOND: A complete parallel machine by which full sized sheets are folded parallel, delivering gang work from 6 to 16 page forms.

THIRD: An oblong folding machine by which oblong catalog or music folds are made, sheets being delivered in 8 to 16 page forms.

In the field of booklet, catalog, pamphlet and circular work, these machines have no equal; they will turn out more work in a given time than any other folder.

MADE IN FOUR SIZES

8½ x 11 inches to 19 x 25 inches; 12 x 16 inches to 25 x 38 inches.
12 x 19 inches to 32 x 44 inches; 22 x 32 inches to 38 x 52 inches.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders — *Pile Feeders, Cutters*

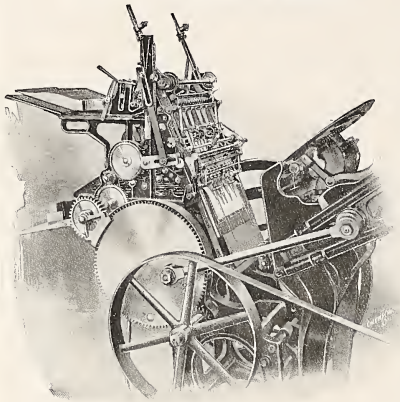
NEW YORK · CHICAGO
ATLANTA, GEORGIA
Dodson Printers' Supply Company

DEXTER

PHILADELPHIA · BOSTON
SAN FRANCISCO: Brintnall & Bickford
TORONTO, CANADA: The J. L. Morrison Company

F O L D E R C O

If This Does Not Look Like Ready Money to You, What Does?



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

Increasing your output without increasing your cost is a problem worth solving.

Where does it profit you to hire a feeder for every Gordon?

Give this a thought—one man can easily handle three Gordons equipped with our

Kirkman Automatic Press Feeder

and it means reduction in cost of production; also increased output.

A free trial of the **Kirkman** will tell the tale.

Here's an opportunity to make it prove up in your plant every profit-making claim without expense to you.

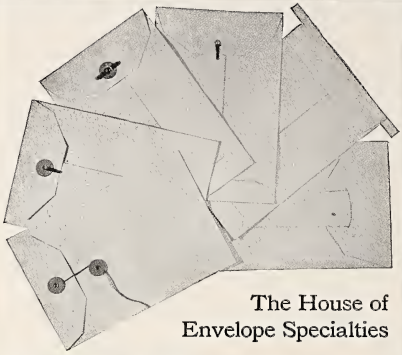
You owe it to yourself to investigate the merits of this machine.

Write for full particulars and our Free Trial Offer

Automatic Press Feeder Co.

General Offices: Transportation Bldg., Chicago, Ill.

New York Office: 50 Church Street



The House of Envelope Specialties

¶ Pioneers and originators of everything worth while in Tension Envelopes, Clasp Envelopes, Mailing Boxes, Document, Expanding and Filing Envelopes.

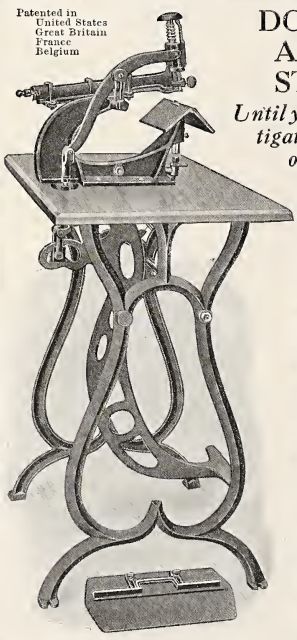
Send for descriptive catalogue, samples and discounts

The Tension Envelope Co.

FACTORY: Bush Terminal

SALESROOM: 296 Broadway, New York

SELLING AGENTS IN ALL PRINCIPAL CITIES



Patented in United States Great Britain France Belgium

DON'T BUY ANOTHER STITCHER

Until you have investigated the merits of our machine

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

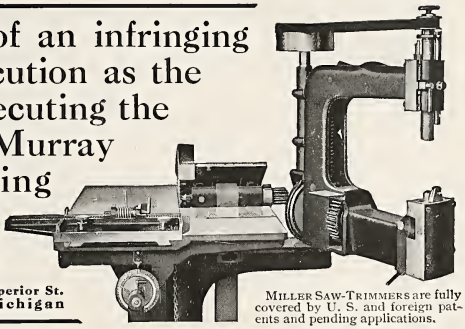
Progress Typewriter Supply Co., Ltd., London, England, European Agent

Don't forget that the user of an infringing device is as liable to prosecution as the manufacturer. We are prosecuting the Hexagon Tool Co. and the Murray Machinery Co. for infringing Miller Saw-Trimmer patents.

You will never get tangled up in a law suit if you buy the Miller.

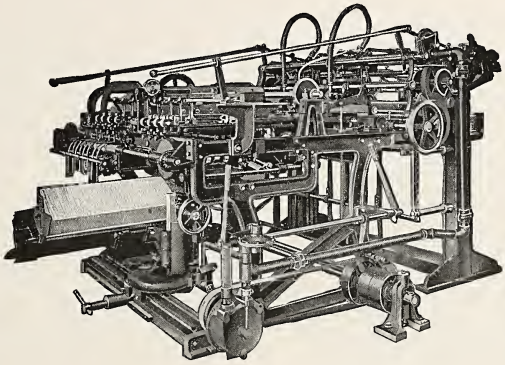
EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co. 815 East Superior St. Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

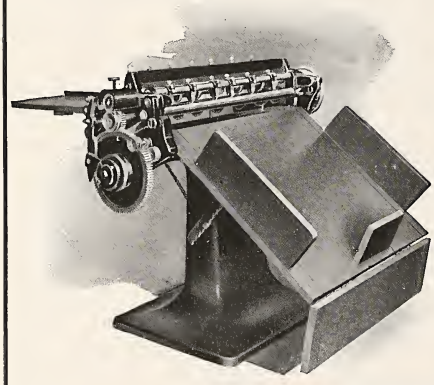
Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from $\frac{5}{8}$ of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.
There are no rubber bands or tapes used in the construction.
All feed rolls are of metal.
The bearings are oilless, and *will never require lubrication.*
The feed-gauge is adjustable to either right or left hand feed.
The burr-flattener is of a new design.
The gearing is all protected.
The finish is the very best.

Manufactured by **A. G. BURTON'S SON** 118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

SELLING AGENTS

GANE BROS. & CO.	CHICAGO, ILL.	MIDDOWS BROS.	SYDNEY, N. S. W.
T. W. & C. B. SHERIDAN	CHICAGO, ILL. / LONDON, ENG.	E. C. FULLER CO., 28 Reade St.	NEW YORK
S. KOCHANSKI	BERLIN, GERMANY	THE J. L. MORRISON CO.	TORONTO, CANADA
MILLER & RICHARD	WINNIPEG, MANITOBA	JOHN DICKINSON & CO.	Agents for South Africa and India
		AMERICAN TYPE FOUNDERS CO.	All Branches

New Catalogue No. 10

—

Monograms
Crests
Coat of Arms

—

Latest Correspondence Papers

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
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STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

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—

Wedding Invitations

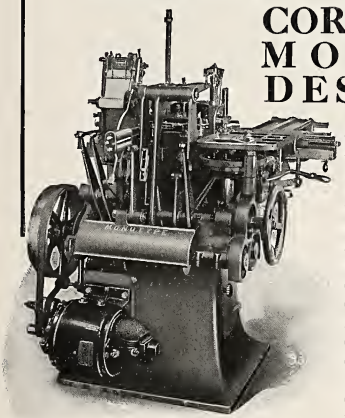
Announcement Cards

—

Visiting Cards and other social forms

Robbins & Myers Motors

CORRECT MOTOR DESIGN



A powerful manufacturing organization specializing on small and moderate size motors, long experience in the choice of motor and controller for each particular kind of machine — these form the basis for the splendid service we are able to offer the printing trade. Forget the cost of power and of the installation; consider the increase in your output only.

The Robbins & Myers Co.

Main Offices and Factory:
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

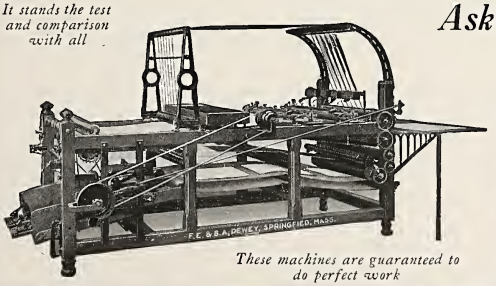
Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

It stands the test and comparison with all



These machines are guaranteed to do perfect work

Ask the Binder Who Runs One

Any bookbinder who has ever used the

DEWEY RULER

will bear testimony as to its high character, dependability and longevity of perfect service.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

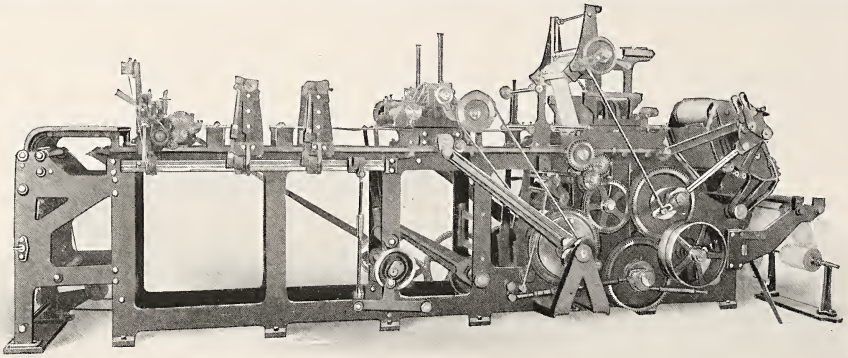
WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

SUBSTANTIALITY!

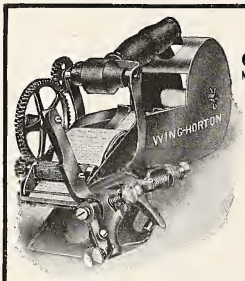
BACKED BY EXPERIENCE

GIVES THE RESULT IN PRINTING-PRESS MANUFACTURE



KIDDER PRESS COMPANY **Dover, N. H.**

GIBBS-BROWER CO., Agents, 261 Broadway, New York, N. Y.



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

Let Us Help You!

If you have any machinery or novelties that you want to introduce to

Printers in Australia

our extensive organization and experience, extending over 50 years, is at your service.

WILLIAM DETMOLD, Limited

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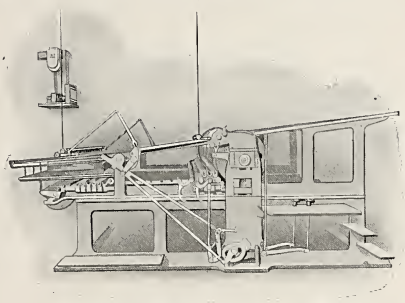
Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish. ¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

Denny, Hilborn & Rosenbach

Geo. Russell Reed Co., Agents for Pacific Coast. PHILADELPHIA

"U. P. M." THE TRADE-MARK OF QUALITY



Non-Productive Minutes

before long grow into non-productive hours, and every non-productive hour *lessens the profits.* Static electricity in paper stock is a certain breeder of non-productive minutes in the pressroom.

The only *successful* antidote is the

CHAPMAN ELECTRIC NEUTRALIZER

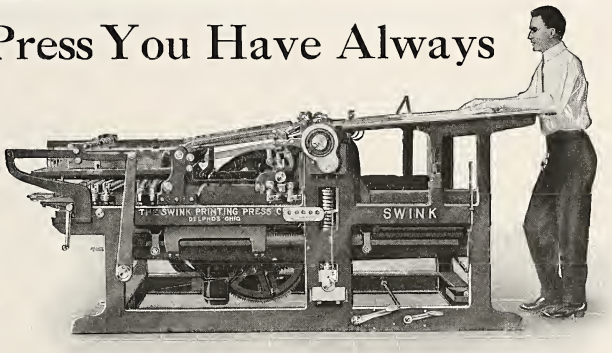
Not because we say so, but because it is so.

WE ALSO OFFER THE
U. P. M.
VACUUM BRONZER
Makes and saves money for the user.

WE ALSO OFFER THE
U. P. M. AUTOMATIC
CONTINUOUS PILE FEEDER
Fast, accurate, simple

SOLE SELLING AGENTS
UNITED PRINTING MACHINERY CO. Jamaica Plain, Boston, Mass.
12-14 Spruce Street, New York
Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

The One Press You Have Always Needed



Printers now installing this press declare it indispensable, because it is an all-around, every-day-in-the-year, active investment. It is made to produce a varied class of high-grade work, built substantially for long service, exceptionally quiet, does not shake the building, high speed, perfect register, book form or four-color work, and equipped with best inking system. Occupies little space.

The printer contemplating the purchase of a new press should thoroughly investigate our claims before placing an order.

THE SWINK *proves* its way and stands on *merit* alone.

Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company, *Factory and General Offices:* ***Delphos, Ohio***

A Printer's Needs—

A cost system—a modern equipment—and always a sharp paper-cutter knife—

The

Carborundum Machine Knife Stone



can well take care of one necessity—the keen paper-cutter knife.

It's a little stone with a big mission—its duty is to keep the knives always in perfect condition—to keep them from feathering your stock.

The Carborundum Stone cuts fast and free—gives a keen smooth edge to the blade with but a few strokes—no need of taking the knife from the machine—the stone is grooved to protect the fingers.

At your hardware dealer or direct **$1.50**

The Carborundum Co.

Niagara Falls, New York

Inks that are used in every country where printing is done.

Kast & Ehinger

Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
Hellmuth Building

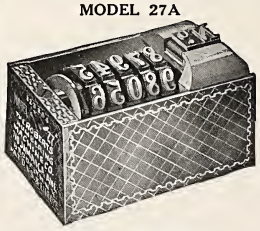
Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

№ 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

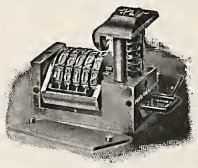
ROBERTS' MACHINES

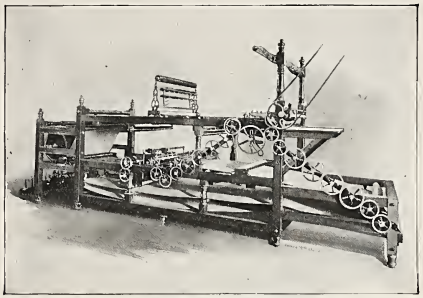
UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward





Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

Printers' Inks for Illustrations and Jobwork
Mark "ELECTRIC"

Gold Medal at Brussels, 1910.



The handsomest and most technically up-to-date colors of the present.

FOUNDED 1885.

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

BRONZING MACHINES
for
Lithographers & Printers
Guaranteed in Every Respect

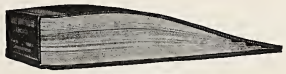
BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by
Robert Mayer & Co.
Suite 420, 200 Fifth Ave., New York
Factory: Hoboken, N. J.
Seattle San Francisco Boston

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

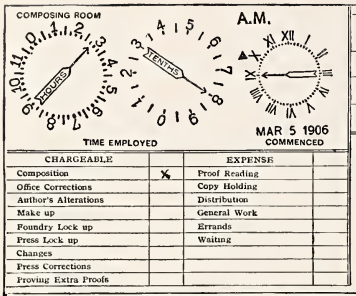
SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY
KALAMAZOO, MICHIGAN
MANUFACTURERS OF
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*





JOB NO. 921
COMPOSITOR'S NO. 37
AMOUNT - TIME
AMOUNT
$
REMARKS

CHARGEABLE		EXPENSE	
Composition	⅞	Proof Reading	
Office Corrections		Copy Holding	
Author's Alterations		Distribution	
Make up		General Work	
Foundry Lock up		Errands	
Press Lock up		Waiting	
Changes			
Press Corrections			
Proving Extra Proofs			

Record shows that Compositor No. 37 commenced the composition of Job No. 921 at 9:45A.M., March 5. 1906, and was employed on it for two and eight-tenths hours (2.8).

TO ERR IS HUMAN

Hand-made records of workmen's time contain many *Costly Errors*.

It is dangerous to use such records for the foundation of your cost system.

The Calculagraph

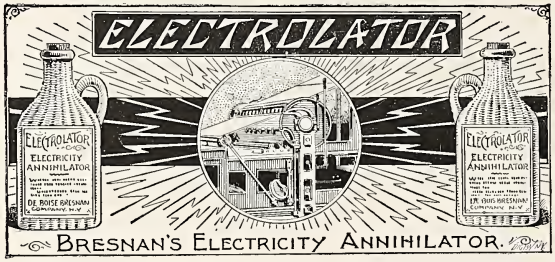
is a machine and can not err. It records *Elapsed Time*—actual working time.

Our booklet tells how the Calculagraph is used in hundreds of printshops. The booklet is free—ask for it.

CALCULAGRAPH COMPANY

1460 Jewelers Building, New York City

A REMEDY FOR ALL ELECTRICITY TROUBLE IN PAPER



Reduces Costs and Increases Efficiency

Let us send you more particulars and a list of those who have used and known its virtue. Or we will send you a half gallon on approval.

De Boise Bresnan Co., Inc.

23 Park Row, New York City

½ gal., $3.50 1 gal., $6.50 5 gal., $25.00

The Juengst Gatherer-Stitcher-Coverer

Also

The Gatherer-Perfect Binder

ON WHICH A FLAT OPEN BOOK IS PRODUCED

Production on Gatherer-Stitcher-Coverer, 3,000
Production on Gatherer-Binder - - 2,500

BOOKS PER HOUR

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

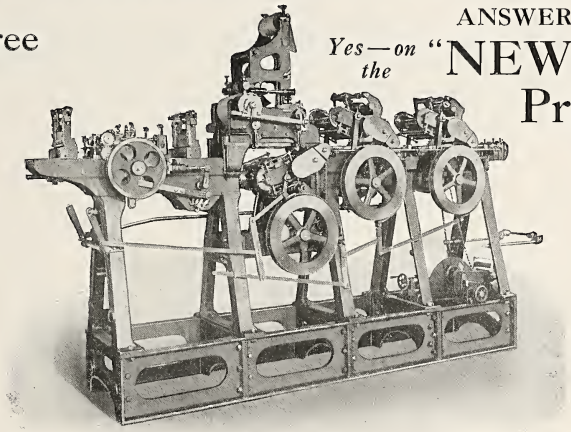
WE HAVE NO AGENTS

A Printer's Problem

No. Three

300,000
four-color
labels
size 3x4
for $70.

CAN
THIS
BE
DONE?



ANSWER

Yes—on the "NEW ERA" Press

which would finish these in one day, printed and cut at one operation.

Let us send you samples.

Ask for Catalog "A."

Manufactured by **The Regina Co., Henry Drouet, *Sales Agent***

217 Marbridge Bldg., 34th Street and Broadway, N. Y. City



Licensed under Patents Chapman Electric Neutralizer Co.

THE DEMON *of the* PRESSROOM

Is static electricity. It causes offset, slows down the presses, and makes hand-jogging necessary. The *Thompson Static Neutralizer* is a guaranteed remedy for these troubles.

Free Thirty-day Trial

Any pressman can install it in half an hour. Costs but a fraction of previous neutralizer prices. Used by leading printers everywhere.

LABOR *and* MONEY SAVERS *for the* PRESSROOM

There is only one way to avoid slip-sheeting, and that is by using

Offset Eliminators

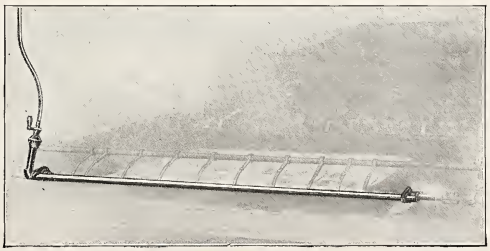
(Gas or electric). We are the only authorized manufacturers of the "Kay-Kay Dispeller" (patented). Purchasers are warned against infringements. Thousands in use.

For literature address

Thompson Static Neutralizer

1645 Old Colony Bldg., Chicago

Canadian Agents: Toronto Type Foundry



Patented March 13, 1906.

Your competitors will be there doing business
Your customers will be there—seeing—buying

THE PURPOSE OF THIS ADVERTISEMENT

IS TO FORCIBLY CONVEY A FEW GOOD REASONS WHY *YOU*
—MACHINERY AND SUPPLY MAN—SHOULD EXHIBIT IN THIS

FIRST BIG NATIONAL EXPOSITION

***of* Printing, Lithographing, Bookbinding Machinery and Supplies**

THAT HAS EVER BEEN ORGANIZED IN THIS COUNTRY

1. It is to be held in the New Grand Central Palace, New York City, April 19 to 26, 1913. This is the finest exposition building in the world.
2. You'll meet and mingle with at least 25,000 wide-awake printers, publishers, purchasing agents and advertising managers, in addition to 100,000 business people.
3. You'll have the opportunity to *demonstrate* your article—to close sales—to get hundreds of good "*leads.*"
4. You can answer all arguments and objections—remove false impressions that may have been created about your line.
5. Big machinery manufacturers who have never found it profitable to exhibit in local cost congresses on account of the expense, are arranging for space in this show, because it is being conducted on a big scale—has the support of the entire trade—is bound to create sales for them.
6. Because, being held coincident with the American Newspaper Publishers' Association and Associated Press conventions—with the co-operation of the Typothetae and various organizations, leagues, clubs, boards of trade, affiliated with the above industries, it is bound to attract thousands of people you are constantly trying to reach.
7. Your competitors will be there doing business—your customers will be there—seeing—buying. Better entertain *them* yourself. Don't leave it to your competitors.
8. A few of the enterprising concerns who have arranged for space are:

Mergenthaler Linotype Co.
Dexter Folder Co.
Oswego Machine Works
Rapid Addressing Machine Co.
The Seymour Co.
Matthias Plum
F. Wesel Mfg. Co.
The Typo Mercantile Agency
Phoenix Machine Works
J. E. Linde Paper Co.
Loring Coes & Co., Inc.
N. Y. Master Printers Association
Ticonderoga Pulp & Paper Co.
Duryea Mfg. Co.
H. Hinze
Lanston Monotype Machine Co
I. T. U. Commission School
(*Limited space prohibits our mentioning more concerns*)

¶ The choice sections are being rapidly taken. Best thing you can do is write or 'phone us immediately for yours.

HARRY A. COCHRANE, *President*
200 Fifth Avenue, New York City
Telephone Gramercy 724

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

Without a Peer in the Realm of Coated Papers



A Quality That Leaves Nothing to Be Desired

The perfect coating, non-picking surface, strength, uniformity and excellent printing qualities of VELVO-ENAMEL insure the most satisfactory results for the highest grade of illustrated catalogues and advertising literature.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Company (Inc.)

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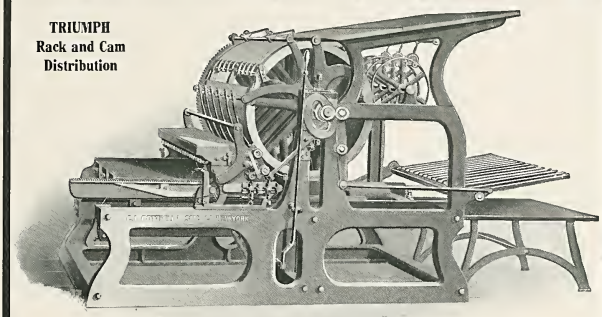
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10 Point Font $2 50 — 22 A $1 10 42 a $1 40

THE PAN-CAKE BELLS WERE RUNG BY WOMEN
Who were very picturesque as they manipulated the ropes informing the people of Shrovetide 39

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THE MORE MODERN USE OF THE BELLS
Was for the housewife to toss the pan-cake the very instant they began ringing $1234

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TWO BELLS ARE SOUNDED AT ONCE
Which is done in imitation of the two syllables of the word "pan-cake" 124

18 Point Font $3 25 — 12 A $1 40 24 a $1 85

PREPARING FOR SHROVETIDE
At the call of the pan-cake bell women went to confession 78

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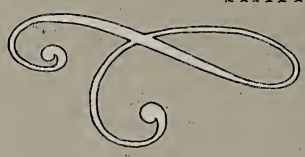
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—May Joy enfold thee, and
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A. H. McQuilkin



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A New Year's Interview

By T. A. T.

IT was the first day of the new year. It had been cold all day, and at four in the afternoon a gray sky shut in the city, like the cylindrical background of a cyclorama.

As Miss Newbold turned the corner of a side street, she stood still for a moment, looking down on the long street before her. She had long passed the limit of threescore years and ten, and while she looked lovingly up and down the solemn stream of humanity the wind sprang up again, fluttering her gray curls and blowing her wrappings about her.

But a few doors below the corner where Miss Newbold was standing a striped awning stretched its convolutions across the sidewalk and up the irregular stone steps, thrusting itself into the doorway at the top of the stoop. A young girl, with a dash of gold in her hair, passed through this twisting canvas tunnel just ahead of Miss Newbold; and when the door of the house was opened to admit them they entered — the old maid and the young girl.

Inside, the house was illuminated as though it were already night; the curtains were drawn, and the atmosphere was heavy with the perfume of roses, which were banked up high on the mantelpieces and the tables. From a hidden balcony could be heard the music of the Hungarian band.

In the front parlor, under a bower of solid ropes of smilax, stood the lady of the house with the daughter she was introducing to society that afternoon. The hostess was a handsome, kindly woman, with scarce a gray hair in her thick, dark braids. The daughter was like her mother, kindly and handsome.

The young woman who had preceded Miss Newbold into the house hap-

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under act of March 3, 1879.

pened also to precede her in entering the parlor. The hostess, holding her bunch of roses in the left hand, greeted the girl pleasantly, but with perhaps a vague hint of condescension.



Miss Newbold.

"Miss King, isn't it?" said the lady of the house. "So good of you to come on such a nasty day. Mary, you know Miss King?"

Then the daughter stepped forward and smiled and shook hands with Miss King, thus leaving the mother at liberty to greet Miss Newbold; and this time there was no trace of condescension in her manner, but rather a faint suggestion of satisfaction.

"Oh, Miss Newbold," she said, cordially, "this is a pleasure! So good of you to come on such a disagreeable day."

The hostess, after exchanging a few words with Miss Newbold, turned to her daughter. "Mary, you know Miss Newbold?"

"Oh, yes, indeed I do," the girl said, heartily, extending her hand.

The young woman with the touch of gold in her light hair was still standing by Mary's side. Noting this, and seeing the group of newcomers breaking from the doorway and coming toward her, the hostess spoke hastily again.

"Do you know Miss King, Miss Newbold?" she asked. "Well, at all events, Miss King ought to know you."

Then she had just time to greet the group of newcomers and to tell them, in a lowered voice, it was so good of them to come on such a nasty day.

The daughter was left talking to Miss Newbold and Miss King, but within a minute her mother called her — "Mary, you know Mrs. Baymore?"

As the group of newcomers pressed forward, the old maid and the young woman fell back a little.

"I've heard so much of you, Miss Newbold, from my grandfather," began the younger woman.

"Your grandfather!" echoed the elder lady. "Then your father must be a son of Bishop Newbold?"

Miss King nodded.

"I don't suppose you find many of your grandfather's friends left. Nowadays people die so absurdly young," the old maid remarked. "Is your father with you this afternoon?"

"Oh, dear, no," responded Miss King; "he has to live in southe'n Califo'nia for his health. I'm in Chicago all alone."

"I'm sorry for you, my child," said the elder woman, taking the girl's hand. "What are you doing here in Chicago all alone?"

"I'm writing," Miss King replied.

"Writing?" echoed Miss Newbold.

"My father's in very bad health, as I told you," the younger woman explained, "and I have to support myself. So I write."

"But I don't think I've seen anything signed King in the magazines, have I?" asked the old maid.



"Oh! Miss Newbold, this is a pleasure!"

"Oh, the magazines!" Miss King returned — "the magazines! I'm not old enough to have anything in the magazines yet. You have to wait so long for them to publish an article, even if they do accept it. But I get things into the weeklies sometimes. You see I don't sign my own name yet. I use a pen-name. So perhaps you have read something of mine without knowing it."

"Perhaps I have, my child," said Miss Newbold. "I shall be on the lookout for you now. It must be delightful to be able to put your thoughts down in black and white, and send them forth to help make the world brighter and better."

Miss King laughed again, disclosing a fascinating dimple.

"I don't believe I shall ever write anything that will make the world better," she said; "and if I did, I don't believe the editor would take it. I don't think that is just what editors are after nowadays — do you? They're on the lookout for stuff that'll sell the paper."

"Sad stuff it is, too, most of it," the old maid declared. "When I was a girl the newspapers were violent enough, and the editors abused each other like pickpockets, and sometimes they called each other out, and sometimes some-

body else horsewhipped them. But the papers then weren't as silly and as cheap and as trivial as the papers are now. It seems as though the editors to-day have a profound contempt for their readers, and think anything is good enough for them. Why, I had a letter from a newspaper last week — a printed form it was, too — stating that they were desirous of obtaining full and correct information on society matters, and would appreciate the kindness if I would forward to the society editor any information regarding entertainments I purposed giving during the coming winter, and the society editor would also be happy to arrange for a full report when desired. Was there ever such impudence? To ask me to describe my own dinner, and to give a list of my guests! As though any lady would do a thing like that!"

"There are ladies who do," said Miss King.

"Then they are not what you and I would call ladies, my child," returned Miss Newbold.

The young girl flushed suddenly, and she bit her lip in embarrassment. Then she mustered up courage to ask, "I suppose you do not read the *Daily Reporter*, Miss Newbold?"

"I tried it for a fortnight once," the old maid answered. "They told me it had the most news, and all that. But I simply had to give it up. Nobody that I knew ever died in the *Reporter*. My friends all died in the *Gazette*."



"She had the manners of a kitten and the morals of a cat."

"The *Gazette* has a larger family circulation," admitted Miss King.

"Besides," Miss Newbold continued, "I could not stand the vulgarity of the *Reporter*. The *Reporter* was too much for me. It seemed to be written down to the taste of the half-naked inhabitants of an African kraal."

"Oh," protested the other, "do you really think it is so bad as that?"

"Indeed, I do," the old maid affirmed. "It's worse than that, because the poor negroes wouldn't know better. There was that Demayie divorce case. The way the *Reporter* dwelt on that was unspeakable. I'm willing to allow that Mrs. Demayie was not exactly a nice person; I'll admit that she may have been divorced more times than she had been married —"

"That's admitting a good deal!" said the girl, as Miss Newbold paused.

"But it is going altogether too far to say that, like Cleopatra, *she had the manners of a kitten and the morals of a cat* — isn't it?"

Miss King made no response. Her eyes were fixed on the carpet, and her face was redder than ever.

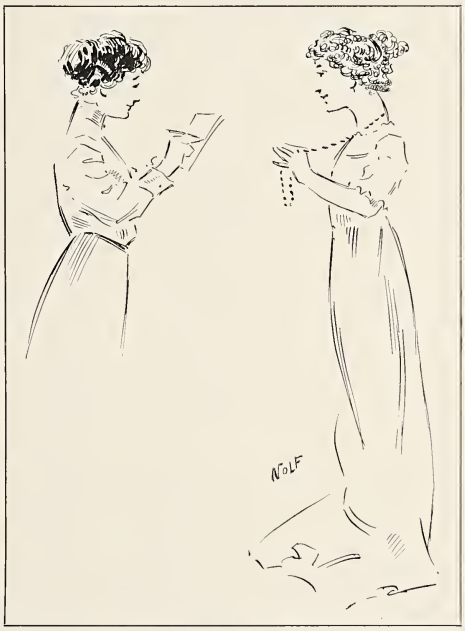
"Of course it isn't likely you saw the article I mean," the old maid continued.

"Yes," the younger responded, "I saw it."

"I'm sorry for that," said Miss Newbold. "I may be old-fashioned — I suppose I must be, at my age — but I don't think that is the kind of thing a nice girl like you should read."

Again Miss King made no response. She was searching for an excuse.

"I happen to remember that phrase," Miss Newbold continued, "because the article was signed 'Dolly Joy.' Very likely it was a man who wrote it, after all, but it may have been a woman. And if it was I felt ashamed for her as I read it. How could one woman write of another in that way?"



"It is a mean way to make a living."

"Perhaps the writer was very poor," pleaded Miss King.

"That would not be a good reason, and it is a bad excuse," the old maid declared.

For a moment Miss King said nothing. Then she raised her head, and there was a hint of high resolve in the emphasis with which she said, "*It is a mean way to make a living.*"

Before Miss Newbold could continue the conversation she was greeted by two ladies who had just arrived. Miss King drew back and stood by herself in a corner for a few minutes as the throng in front of her thickened. Then she aroused herself, and went into the dining-room and had a cup of tea. Fifteen minutes later she found herself in front of the hostess.

She told the hostess that she had had such a very good time, and that she was especially delighted with an old friend of her grandfather's — Miss Newbold. "Such a very delightful old maid. She does her own thinking, too. She gave me some of her ideas about modern journalism."

"She is a brilliant conversationalist," said the hostess. "You might have interviewed her."

"Oh, she talked freely enough," Miss King responded. "But I could never write her up properly. Besides, I'm thinking of giving up newspaper work."

Three ladies came toward the hostess, and Miss King availed herself of the opportunity to make her escape.

It was half an hour later that Miss Newbold bade farewell to the hostess.

"I must tell you, Miss Newbold," said the hostess, "that you completely fascinated Miss King."

"She's a pretty little thing," the old maid returned, "with excellent manners."

"Yes," the hostess replied, "Miss King has pleasant manners, for all she is working on a newspaper now."

"On a newspaper?" repeated Miss Newbold. "She told me she was writing for her living, but she didn't say she was on a newspaper."

"She said something about giving it up as she went out," the hostess remarked, "but I shouldn't think she would, for she has been doing well. Some of her articles have made quite a hit. You know she is the 'Dolly Joy' of the *Daily Reporter*."

"No," said Miss Newbold — "no, I didn't know that."

The Law in Regard to Infringement of Patents

By John S. Thompson

IT is not generally understood that the United States patent law confers upon the inventor of any new and useful machine, article of manufacture, art, process or composition of matter, the sole and exclusive right to *make, use and sell* the invention for the term of seventeen years from the date of issuance of the patent. The unauthorized manufacturer of the patented thing, or the user thereof, or the seller of such an article, are invaders of the rights of the patentee, and are liable under the law.

The application of the law to certain classes of infringement of patent may work a hardship to innocent purchasers of infringing devices. Unscrupulous and irresponsible manufacturers sometimes foist upon the unsuspecting public gross infringements of valuable patents, rendering their purchasers liable for the full amount of the value of the article to the patentee whenever the injured party elects to start proceedings. The only recourse of the purchaser is against the vendor, and too often he is suit-proof. Of course the mere possession of a patent which purports to cover an invention does not necessarily indicate an infringement by those who may seek to invade the rights of the patentee. A patent is no broader than its allowed claims, and if these be

limited in scope, or specific as to the construction of the device, it may, perhaps, be avoided. Whenever claims of infringement of patent are made against manufacturer, user or seller of any device, citing the number of the patent alleged to be infringed, it is within the ability of most attorneys, skilled in patent law, to advise their clients whether or no, on the face of the patent, it is infringed. Questions of validity of the patent may arise, but these are questions of law rather than of fact. If the terms of the patent claims, or any one of them, can be said to be descriptive of the alleged infringing device, infringement may be assumed. It is not essential that the devices be identical, nor their functions. The doctrine of equivalents protects the inventor in the use of similar means for carrying out his invention. Nor does the infringer escape by incorporating another element in his device, not shown or covered by the patent. Broadly speaking, the omission of one essential feature of the claim in a patent avoids the whole claim, but the addition of more features leaves him still an infringer of the claim.

It is a popular notion that any person may make any patented article for his own use — that he is not an infringer so long as the use of it is thus limited. This is an error. One who is experimenting to improve a device may so do — but only for the purpose of improvement. Its commercial use is *prima facie* evidence of infringement.

While laymen can not be expected to be interpreters of patent law, it is advisable, owing to the penalties enforcible, that purchases of new devices be made only from reputable dealers — those able to give guarantees against claims for infringement — and that an examination be made at once when infringement is alleged.

The Oldest Job-Printing Office in New York

By Henry Lewis Bullen

IN the September issue of THE INLAND PRINTER a claim is set forth that the highly respected firm of MacGowan & Slipper, established in 1855, is the oldest commercial printing plant in New York. In the October issue a claim for that distinction is entered on behalf of the Evening Post Job-Printing Office, established in 1840. Without presuming to award the honor until all the evidence is in, other candidates are presented.

On the corner of Pearl and Pine streets, New York, there flourishes a large commercial printing business which was established originally on the corner of Wall and Water streets (two blocks away from its present location) in the year 1797 by John C. Spear. Spear's nephew, George F. Nesbitt, became his apprentice in 1823, his partner in 1830, and succeeded to the business as sole owner in 1832. The business then was carried on in a large four-story building on the original site. Nesbitt moved to the present location,

into a larger building, and when he died, in 1869, more than three hundred persons were in his employ. The character of the business has not changed. The business is now carried on under the name of George F. Nesbitt & Co., by Edmund F. Martin, who was promoted to a partnership in 1858.

There are other old-established printing firms in New York city which make comparative youngsters of the esteemed MacGowan & Slipper and the Evening Post Job-Printing Office. The following list probably is incomplete.

In 1806 David and George Bruce established a commercial and book-printing office. When, in 1816, they abandoned the printing business and devoted their entire energies to stereotyping and typefounding, the printing plant was disposed of in two sections: one to Daniel Fanshaw, a former apprentice in the Bruce plant, and the second section to Mahlon Day.

Mahlon Day's business ultimately, in 1855, after passing through various hands, came into possession of the recently deceased Douglas Taylor. The firm of Douglas Taylor & Co. is flourishing at 8 Warren street, under the management of Edward Taylor, managing partner, but not a relative of Douglas Taylor.

Daniel Fanshaw, who purchased half of the printing business of the Bruces, conducted his business with distinguished success. He was the first to use a power printing-press in New York and the first to substitute rollers for inking-balls. Samuel Bingham, an employee of Fanshaw's, made those first rollers, and later on was the first to make a business of roller-making. The well-known Binghams of New York and Chicago and elsewhere are the descendants of this Samuel, and still continue in the roller business. When Fanshaw died, in 1860, he was reputed to be a millionaire. Toward the end of his life he endeavored to induce his nephew, Daniel Gilbert Fanshaw Class, to continue the business, but no mutually satisfactory agreement seemed possible, and Fanshaw's plant was dispersed at his death. D. G. F. Class was the most expert woodcut printer of his time, and his spare hours at night and on holidays were in great demand by other printing houses for cutting overlays for fine wood engravings. At the dispersal of his uncle's business he became foreman for Corydon A. Alvord, who had established himself in 1844. Class, however, retained control of a large part of Fanshaw's trade, and when he established his own business, in 1875, he in effect resumed the Fanshaw business, working for the customers who had been the mainstay of his uncle's business. Class conducted his business with marked financial success until his death, in 1901, when it was continued by two of his sons under the title of D. G. F. Class & Sons. In 1910 the sons of Class — George Washington Ramage Class and Warren Gilbert Fanshaw Class — retired from business in affluence, and were succeeded by the brothers, E. S. & W. Barnes, now at 24 Vandewater street, who had entered the Class plant as boys in 1884. It is interesting to recall that Daniel Fanshaw married Mary Ramage, daughter of Adam Ramage, the earliest printing-press builder in America, whose business continued from 1794 to the late fifties of the last century, in Philadelphia.

Harper & Brothers, originally a commercial and book plant, was established in 1817.

The American Bank Note Company traces its origin to Balch & Stiles, plate engravers and printers, of Utica, New York, who started business in 1825. In 1828, William Williams, of Utica, the first printer to locate in that city — a wealthy, enterprising man — purchased an interest in the Balch & Stiles business, and established a branch plant in New York city, from which grew the present famous establishment.

The Trow Directory, Printing & Bookbinding Company is one of the larger establishments in New York. It was started by John F. Trow and John T. West, at 144 Fulton street, in 1833, and is now on the corner of East Twelfth street and Third avenue.

Theodore L. De Vinne & Co. succeeded to the business of Francis Hart, who established his printing business in 1838.

Polhemus Printing Company, 121 Fulton street, was established in 1852 by John Polhemus and John De Vries.

The oldest newspapers in New York are: *Globe and Commercial Advertiser*, founded in 1793; *Evening Post*, founded in 1801; *Sun*, founded in 1833; and the *Herald*, founded in 1835.

It is most creditable to a concern to have survived for a long time the vicissitudes of business in the formative period of American commerce. It is an evidence of personal virility and sound business-building. Had I the honor of conducting a business of long standing I would take pains to let it be known to the community. I hope the editor of THE INLAND PRINTER will invite local typographical historians everywhere to send in particulars of printing firms which have proved the principle of "the survival of the fittest." To all such everywhere: Congratulations and unending success!

Why All Cuts Are Not Trimmed to Even Picas and Flush to Edges of Base

By Jeff Short

SEMI-OCCASIONALLY a printer rises up on his hind legs and roasts the engravers for sending him cuts not trimmed to even picas or not flush to the edges of their bases. It's about the easiest undertaking on earth to criticize, and criticisms are in decidedly bad taste unless well founded in fact. Our photoengravers as a class are most painstaking and scientific workmen, and if cuts are not perfect you may depend on this: it is the fault of some one other than the engraver.

As a matter of fact the engraver receives a photograph or other piece of copy from his customer (who may be a printer, an advertising agent, a manu-

facturer or a merchant), with instructions to make a cut, same size as copy, or reduce one-half, one-third, or whatever other reduction may be ordered. With such instructions you may readily see it is not the engraver's fault if the cut does not measure even picas.

The other kick of the printer against the margins between the edges of the cut and the edges of its base may be answered in this way: If he wants to pay more he can get his cuts mounted flush, but what printer is going down in his pocket for the improvement?

It is true some cuts turned out are under or over type height. Here again the question of cost enters. Wooden bases swell or shrink with the increase or decrease of humidity in the air, but wooden bases are less costly than metal ones. If the printer wants to pay more he can get cuts type-high on metal bases.

Another kick is heard that large half-tones and zinc etchings cause trouble on the most rigid press because they spring or give in the center. Here again the question of cost enters in. The engraver can put a support in the center of large cuts if the printer wants to foot the bill — but how many do?

One of the most tedious sorts of work that the printer encounters is the setting of type in mortises, or around cuts, with very irregular edges, in steps — on *en echelon*, as the French say. In such cases the easiest and best procedure is to pull a proof of the cut and use it as a guide to quad out space to allow for it, when the rest of the job may be set easily. The cut is sent with the type to the electrotyper, who "patches in" the irregularly shaped cut. This short cut is absolutely necessary in offices that set advertisements for advertising agencies, that are especially fond of unusual make-up in their effusions.

Happily the day of metal blocks and false beds on both cylinder and platen presses is here to rejoice the heart of the cut and electro printer. Wooden bases are done away with and a rigid impression obtainable, so that a job made ready stays so, and underlaying and overlaying are reduced to the minimum.

Printing in Montenegro in the Fifteenth Century

By C. A. Hartman

OF the five nations at war in the Balkans to determine whether Moslem or Christian shall rule throughout eastern Europe, but one has been able to maintain its absolute independence of Turkey throughout the past five centuries.

This nation is Montenegro, situated far back in the Balkan Mountains, where its principal cities are located on heights inaccessible to its Turkish foes. It is made up of a race of hardy mountaineers, who, in the year 1484,

under Ivan the Black, erected the Fortress of Obod, near Rjeka, on the lofty plateau of Cetinje, 4,000 feet above sea-level.

It is significant to note that here in the Fortress of Obod, in 1493, only twenty-three years after Caxton set up his press at Westminster, the first printing-press of eastern Europe was established by Prince George Crnoievic, Ivan's son and successor. It is recorded that Prince George was so anxious to continue the work of his father, and to provide his people with books of devotion, without depending upon Venice, that he "obtained type of extreme beauty from abroad," and the first volume ever printed in Cyrillic characters was issued from the Montenegrin press.

On one of their numerous incursions into Montenegrin domains, the Turks destroyed this press, but portions of it may still be seen in the churchyard at Obod. After this disaster the art remained dormant for many years, and it was not until 1832 that printing was reintroduced into Montenegro. It may be recalled that in 1893 the four hundredth anniversary of this Slavonic printing-press was celebrated throughout Montenegro with great pomp and ceremony as one of the important events in the history of the nation.

The first volume issued by the Montenegrin press was a missal of which a page is still preserved in the monastery at Cetinje. Two years later a psalter and ritual were produced. The title of this first book, a folio of 270 pages, is:

Okoih Iliti Osmoglasnik
Cetinge, Macario
1494

Macario was a Dalmatian, and history tells us that he was probably the only printer of Montenegro before the end of the fifteenth century. From the faces of his types, which closely resemble those in use by the printers of Venice, it is supposed that he learned the art there. The two other books issued in Montenegro in 1495 also bear the imprint of Macario.

The execution of these printed books of the fifteenth century commands great respect and admiration. Their paper is clear and white, almost impervious to the ravages of time; it is smooth and strong and seldom thick. The margins are ample, with plenty of white space for the introduction of illuminated initials and borders, which, of course, were all done by hand.

While the subject-matter of these early books has but slight interest for the present generation, they had mechanical merit, were planned with intelligence and put together with care. It is remarkable that this little "backwoods nation"—Montenegro—was so far in advance of many of the greater nations of Europe in adopting the new invention of printing.

Advertising: Another Phase of the Question

By Marguerite Gross

HAS it ever occurred to you printers with the small shop, or you country-newspaper men, that window advertising applies to you as well as to other tradesmen?

Have any of you ever tried window advertising? Have you ever tried to arrange your windows, if you have them so that they will attract attention? I'll venture to say that not more than one out of every hundred has.

Next to newspaper advertising, window advertising is counted as one of the essentials to any well-paying business. Do not the grocer, the druggist, the baker and other tradesmen fix their windows attractively, so that they will draw — or rather, entice — more trade?

The job-printer, for instance — for years, perhaps — has run a modest little shop on a side street. He has to solicit his customers. Some few, perhaps, have wandered in and become chance customers. You are content with the customers you have, and if you get any more, all right, and if you don't, all right.

Have you ever thought of the dirty, dingy windows, in which are piled all the newspapers that ever came into the office? Are these papers, which fill the floors of your windows to overflowing, an advertisement for you? If they are, your customers must have a wonderful imagination.

You do a large variety of work, and the quality is unusually fine. Instead of wasting so much lung power expatiating on its good qualities, get busy and clean up the windows. Consign the newspapers to the furnace, and put samples of your work in the windows in their stead, in a neat, attractive display. Let the work speak for itself.

You will perhaps say, "Well, I never tried it, and I don't know anything about window-dressing." Make a "stab" at it, anyway. It is worth the trial. Practice makes perfect, and after a time you will acquire the knack to make an attractive window. Another warning: don't fix up your window after you read this article, and then forget about it. Don't let the papers accumulate there. Change your window at least three times a week. It will pay.

The country editor will have the same argument as the city printer. Window advertising doesn't pay for newspapers. The newspapers are always telling the merchants that it pays to advertise. Why don't some of you country editors practice what you preach?

Take all those exchanges out of the windows, and put them where they will never find their way there again. Put some clean paper down, and if you only apply yourself, you can "dope out" a window worth seeing. Show people what kind of jobwork you do, and let your paper speak for itself. Keep your window clear of all trash, and change it often. It will improve the appearance of your place of business one hundred per cent.

When you have any subscription contests, you will be saved the expense of renting window space of the furniture man to exhibit your premiums.

Let me repeat, try window advertising and see if it doesn't pay. Take a few lessons from your friend, the druggist, and in time you will be able to fix up a window of which you will be proud.

Advertising for the Printer

By Charles W. Hoyt

IT is an old saying that the shoemaker's children are shod the poorest. So when I consider the advertising of my many friends, the printers, I think of the shoemaker. Yet it is but natural that the printer should do printing for himself only on rare occasions.

Because a man is a good manufacturer it does not follow that he is a good salesman or merchant. Because a man is a good printer he is not necessarily a skilled salesman.

Many a man can set up a piece of convincing copy in masterful style, but he can't write it.

Many men who can write convincing, result-bringing copy under proper environment can't find the time or surroundings to make its production possible.

But no man should own a business which can't be advertised. A business which can not be developed by advertising should be advertised for sale. Developing a business by advertising doesn't only mean increasing its volume: it means, above all, increasing its net profits.

So printers should certainly advertise, and the advertising should be done with a view to increasing the profits of the business. Naturally, increasing its volume will do this. But increasing the volume should also permit the printer to select his work, to dictate his prices, and to increase the efficiency of his shop.

I firmly believe — indeed, I feel justified in saying that I *know* — any printer who understands printing, who knows his business, can make it infinitely more profitable through advertising.

But how shall he advertise? All advertising is good for something, but particularly good advertising produces better results than poor advertising.

The printer should advertise in a regular, systematic way — not when fancy suits him or only when he needs work. He should carefully make up a plan detailing what he will do for one year.

Having made this plan he should follow it. He shouldn't stop because some rush of orders suddenly brings his shop up to capacity. He should keep up the advertising regardless of whether he is busy or not. He can thus make

his shop run more evenly. He can more surely pick his work. He can be more the master of his prices.

But how shall he plan? How shall he lay out this advertising policy, the carrying out of which will put him in a more prosperous condition?

Bear in mind that advertising is only salesmanship on a large scale. Salesmanship talks to a few. Advertising tells its message to many.

Suppose you are a printer and desire to advertise your business. Consider first your field. To whom do you expect to sell your product? Surely you can define your field fairly well. You may not be able to select all of your customers, but you can certainly pick out the majority of the desirable ones. You may not select every possible buyer of a few hundred cards, some letter-heads, or envelopes, but that sort of business will come anyway.

Select all the prospects among the manufacturers located in your territory. Perhaps at first you had better select your territory. You can make this broader for the larger buyer than you do for the smaller. So, in this larger territory compile the names and addresses of all the manufacturers, wholesalers, etc. If you know the name of the individual who generally buys the printing, place his name on the list. If several persons in a firm buy printing, place all their names on the list.

Having made up the names of the wholesalers and manufacturers, select next the names of all the large retailers. Put on every responsible (you don't need the irresponsible) retail merchant in your territory.

Then you should consider the public-service corporations, such as railroads, electric roads, gas and electric companies, etc.

Among professional men, like lawyers, there should be some good prospects. The insurance agents and real-estate men may show some fair profits.

Place all of these names on cards. It will take time, of course, but it is worth it. Don't try to do it all yourself. You can't afford to do this. You lay out the policy for the list, write out the direction and put a bright girl at work. If it takes a week it will be a big list, and even if it takes two weeks the expense will be nothing compared to its value.

Now, then, you are ready to do business. Here on your list are practically all of your possible customers. If you want to sell printing to some one man, how do you go at it? You go to see that man, you send him evidence of your ability, you educate him to believing that you are the man who should do his printing. You don't do it in the case of this one man by saying, "I am John Jones, High-class Printer." You don't sell goods to one man that way. Instead, you take the trouble carefully to show him what you can do. You tell him how well equipped you are to do his kind of printing, etc.

So now with your list of *all* your possible customers, you should adopt similar methods. You don't shoot big game by firing loads of birdshot into the bushes. Instead you take deliberate aim at your game and fire death-producing bullets. So in your advertising you are going to aim at each one of these possible customers. You are going to send result-bringing sales-talks.

In another article, in the next issue of THE INLAND PRINTER, I'll explain how to compose the right sort of sales-talks, and how to use this mail-list. In the meantime make up your list. Start at it. Begin in that way your systematic advertising.

Printers' Beatitudes

Roscoe E. Haynes

Blessed be the man who "knocketh" not continually: he shall be known as a loyal workman, who taketh pride in the product of the house.

Blessed be the man who followeth instructions faithfully: he shall be considered dependable and a man to be trusted in emergencies.

Blessed be the man who seeth not the faults of his fellow workmen: may his blindness become an example to those who have little time for their own work while criticizing that of others.

Blessed be the man who cleaneth his hands well before he wipeth them upon the towel: even the devil shall rise up and call him blessed.

Blessed be the man who keepeth his thin spaces properly assorted: may his quad-box be always running over. Amen.

Blessed be the comp. who spaceth his lines properly: he shall be in good repute among his fellow servants.

Blessed be the man who is cleanly: he shall be commended therefor by the boss and the board of health. Selah.

Blessed be the man who borroweth not, nor lendeth: he will have few arguments and many friends.

Blessed be the man to whom a suggestion cometh not amiss: his progress shall be marked and his success sure.

Blessed be the man whose mind is upon his work: yea, he shall be thrice blessed in that he produceth good work, annoyeth not his associates and getteth much enjoyment from his daily tasks.



TWO-COLOR DECORATIVE DESIGN

By L. O. Griffith
Palette and Chisel Club
Chicago

EDITORIAL

SKILLED labor is the highest-priced item that goes into printing ordinarily, and this consideration possibly prompts a subscriber to write us to inquire if there have not been instances where indebtedness for printed matter has been considered as indebtedness for labor in bankruptcy cases and entitling the claim to be placed on the list of preferred creditors. Have any of our readers any light to offer on this?

EXPRESSION of a wish for a Happy and Prosperous New Year is conventional, and at this season comes "trippingly on the tongue." To wish is one thing, and to wish and work for the thing wished for is another. Psychological analysts sometimes submit the proposition that charity, helpfulness, benevolence — all such virtues — are but forms of selfishness — that is to say, in the application of these virtues self overshadows the object of the action. But without arguing about these refinements of motives more or less obscure, THE INLAND PRINTER has a very ardent wish that not alone you, dear reader, shall have a Happy and Prosperous New Year, but that all the world and his wife and children shall have the same blessing — not only wishes it, but has its coat off and is working for it, for better times, better ways, and greater happiness — bromids of course, but bromids with pep.

Congress and the Postal Rates.

The latest advice we have from Washington is that prominent members of the Postoffice and Post Roads Committee are of the opinion that no action will be taken on second-class postal rates during this session. There are two reasons for this conclusion. One is that Congress has too much business of a more urgent nature on hand; the other, that the election having somewhat unexpectedly changed the political complexion of the Senate in the next Congress, the dominant party in the House prefers to wait until after reorganization, when the House expects to receive more friendly support from the Senate. Meantime it will not do for us to forget that the regulation of postal rates is a matter of first importance to the trade. It is also well to remember that it is difficult to forecast what any large body of men will do, and a moribund congress is no exception to the rule.

Then there is the possibility of the question of shipment by freight of certain second-class journals coming to the front, and with few exceptions the trade is opposed to that method. It is repugnant to the American commercial idea of using the quickest and best means rather than the worst and slowest. We also contend that the saving of a million or so dollars to the department is not comparable to the loss and annoyance caused readers, advertisers and publishers.

The freight-shipment question is distinct from that of rates; consequently it is well to keep the printorial ear to the ground, so that the earliest rumblings of proposed legislation may be detected.

Keeping in Personal Touch with Employees.

An interesting picture of three-score years in the printing business is presented in a booklet issued by Hazell, Watson & Viney, of London, England. Measured by standards in our new and growing country, age alone would give the house commanding distinction. The booklet refers to that phase of the subject but incidentally, for its mission is to tell the world about the welfare work conducted at "Hazell's," as the house is popularly known to its English friends. As far back as thirty years ago the firm foresaw some of the weaknesses in the present industrial system, where it is physically impossible for employers to know employees, or vice versa, and where the wage-earner may be chained to a dull, monotonous task. The effects of these conditions are now generally recognized, but surely Hazell's can be excused for pointing with pride to its many old-established welfare institutions. The firm has one thousand four hundred employees distributed in factories at three different places — two in seething London, and one in Aylesbury, a small place. Illustrative of what the firm has been doing, it started a provident fund in 1879. In June of this year that fund had six hundred members and a capital of about

$72,000. This has come principally from the firm, and the money is used to provide pensions, in cases of exceptional sickness, calamity or accident.

There is also a "thrift fund" to aid employees who may need additions to their own savings in order to make a desirable investment, and about $65,000 has been loaned in this manner. Pensions and sick funds, recreation clubs and even a flower show for the people at Aylesbury are also among the company's activities.

In a foreword to this interesting little volume, the senior member of the firm refers to the different social conditions existing in London and in Aylesbury. In the metropolis the homes of the employees are widely scattered, and it has been found difficult to establish the same sort of social spirit that comes quite naturally in the smaller town. There the lives of the people cross and recross in the leisure hours. In London their relations cease when they leave the office door.

Such circumstances as these explain at a glance changed conditions we were wont to call "industrial phenomena," and this is an effort to produce conditions approximating the old personal touch and fatherly care of employees of ancient times. So far as we recall at the moment, Hazell's is the most comprehensive attempt that history records, in the printing trade at least.

Good Work of the Ben Franklin Club.

Elsewhere extended mention is made of the booklet "Ben Franklin Cost Methods." Issued by the Cost Commission of the Ben Franklin Club of America, it and the systems it explains are distinct and particularly happy contributions to the literature and machinery of printing-office efficiency.

Designed for "owners of shops not operating cylinder presses," it appeals to the right class — the class that includes the beginners. The energy and enterprise that produced the book may be relied on to get it under the eyes of those for whom it is intended. With this class interested and learning costs, the revolution will have begun. The small fellow of to-day is the big fellow of to-morrow. When the journey is started right the young printer will not travel along the cut-rate route. Success will mean a substantial profit-making business, and in the making of it the trade generally will not suffer by unjust, unfair and ruinous competition.

The Ben Franklin Club of America has our hearty congratulations on its latest effort. If it gets these pamphlets in the hands of those for whom they are intended, and never does anything else, the club will have justified its existence.

The New Religion.

The churches seem to be in earnest in their quest for the masses. If so pretentious an organization as the Federal Council of the Churches of Christ in America voices the ideas of the church membership, then the Christian social and economic program will approximate an old-fashioned "labor" platform. In the opinion of the Federal Council, in order to fulfil their mission, churches must, among other things, stand for —

The abolition of child labor;

Abatement and prevention of poverty;

Protection of the workers from dangerous machinery, occupational diseases and mortality, and against the hardships of enforced unemployment;

Compensation for aged and injured workers;

The principle of conciliation and arbitration in industrial disputes;

The gradual and reasonable reduction in the hours of labor to the lowest practicable point;

A living wage as a minimum in every industry and for the highest wage that each industry can afford; and

The most equitable division of the product of industry that can ultimately be devised.

This is all declaratory, of course. Liberal-minded employers who are church members will go along in the same old way, principally because it is the only course they can pursue, as social and economic problems can not be solved by individual action. Old curmudgeons among churchmen will probably sweat their employees as of yore, because that is the method by which they are accustomed to win success. The great mass of employers, however, will cultivate a more friendly mental attitude toward the ideas promulgated by the Federal Council, and probably assist in bringing about the reforms whenever rational opportunity occurs. The minority of employers — the curmudgeons — will find public opinion in direct opposition to them, and as they pass away they will leave very few similarly minded persons among their successors.

Some will discern in this attitude of the evangelical churches the glimmering of a new order of society. More than a generation ago the distinguished humanist and economist, John Stuart Mill, said it was time the world was discussing the proper distribution of wealth rather than the increased production of it. As voiced by Governor Osborn, of Michigan, the Federal Council seems to be actuated by the same idea. Recently he said: "Our forefathers built up a prosperity that was of necessity material, perhaps sordid. It is now our task to acquire the arts and

to pay attention to ethics. It is our duty to let religion escape from the bounds of the four walls, to make it practical and efficient, to turn it into a seven-day affair and to reach the lowly as well as the prosperous."

Teaching Journalism.

What is journalism? Does it include a knowledge of the financial conduct of a newspaper or magazine? The second question was put squarely before the conference of teachers of the various university schools of journalism, held in Chicago recently, and it is to be regretted that time did not permit a thorough discussion of the subject. Prof. Merle Thorpe, of the University of Kansas, took the position that students should be given a practical training in the cost of publication, while Dr. Talcott Williams, of Columbia University, urged that the efforts of the schools be confined strictly to the teaching of journalism as an institution quite apart from business management. Others were undecided as to which course should be pursued.

We are of the opinion that Professor Thorpe is right in his conclusion that journalism, in its broader sense, comprehends more than the ability to write, to edit and to discriminate between the good and bad in editorial policy and news features. The great majority of editors in this country own, in part at least, the journals they edit. Their success as journalists depends as much upon their business management as upon their editorial ability. And these two qualifications can not be separated if we are to consider the effect of the editor's opinions upon his readers.

The chief purpose of every publisher is to exert a wholesome influence in his community, and this can not be accomplished, except in a lesser degree, if the publisher is known to be a failure in the management of his own business. On the other hand, where material prosperity attends the conduct of a newspaper the editor commands greater respect for his editorial opinions, and thereby is enabled to wield a more effective influence in the discussion of public questions and of all matters of direct interest to his fellow townsmen.

In the printing business we are urging employees to take up the study of costs, on the principle that every practical printer should have an ambition, some day, to own and conduct a business of his own. Is it possible that young men who enter journalism as reporters and special writers, on a stated salary, do not as a general rule cherish the hope that at some future time they may be both editor and proprietor?

If schools of journalism are founded with the sole aim of training men as professional writers for the great metropolitan dailies, it probably will be a waste of time and energy to inject into their curricula courses bearing on the cost of publishing. But we believe the universities will miss their greatest opportunity for rendering service to American journalism if they shall leave out of consideration the importance of the country press and the most pressing needs of the country editor.

The Apprentice's Opportunities.

Apprentices will find a new and interesting proposition in the department devoted to their interests in this issue. One of the weaknesses of many meritorious mechanics and artisans is a certain diffidence or modesty about their work. If they accomplish something that makes them proud, they are content to let it be known in the shop or among friends and acquaintances, who necessarily are comparatively few. This is a manifestation of the dignity that comes from the consciousness of having accomplished something — of having added to the material and esthetic wealth of society.

THE INLAND PRINTER desires to bring the work of ambitious apprentices to the front, and to cooperate with them in developing their latent ability. The future of the printing trade rests with them, for they must pass their skill and taste on to those that follow.

We would not have artisans blatant mouthers about their performances, for that might lead to a dishonest attitude of mind incompatible with the production of good work. We do, however, believe they should get in harmony with the spirit of the age and do more advertising. The factory conditions that necessarily prevail in large printing-offices are not conducive to development along these lines. The worker is a cog in the machinery, and it is difficult — sometimes impossible — to maintain individuality. This tendency to efface the individual must be met. Apprentices should be encouraged to step in the limelight more than has been their wont. Habits formed in youth persist throughout life, and a little enterprise of the right kind may open the way to promotions. As an incentive to apprentices to exploit their work by sending specimens, THE INLAND PRINTER will issue a "Certificate of Excellence" to all apprentices submitting meritorious designs.

The compositor's trade affords splendid occasion for letting the producer's work shine in the open, and we trust more and more the worker will take advantage of his opportunities, and that the youths will be quick to grasp this particular opportunity.



Half-tone engraving from a double-tone *(doppeltonefarbe)* advertisement of Michael Huber, Munich, in *Schweizer Graphische Mittellungen.*

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

THE PRINTER AS A CHURCHMAN.

To the Editor: MANSFIELD, PA., Nov. 21, 1912.

I read with great interest "From Proofroom to Pulpit," in the November number of THE INLAND PRINTER. This



EDWIN S. COLES,
Another versatile printer who creditably fills the pulpit of a Protestant Episcopal Church.

because I am a printer and a churchman, and that Mansfield, Tioga county, Pennsylvania, my home, furnishes a parallel case.

Several months ago, when St. James' Protestant Episcopal Church was deprived of its rector by resignation, Edwin S. Coles, for several years "lay reader," took hold of the work and has continued it with signal success in all departments.

Mr. Coles is a member of the vestry, is the church treasurer, a printer, and owner and editor of the Mansfield *Advertiser*, one of the best local newspapers in Pennsylvania. At various periods he has served as "lay reader" in the Episcopal churches of Troy, Canton, Tioga, Lawrenceville, and Antrim, Pennsylvania, and Corning, New York, and Cripple Creek, Colorado.

Mr. Coles is an excellent reader and an earnest worker. That he finds time, in addition to his other activities, to do the work of a rector is evidence of his versatility, and of his devotion to the church of his choice and the cause for which it battles. J. H. G.

FOES TO EFFICIENCY.

To the Editor: NEW YORK, N. Y., Nov. 20, 1912.

I have read with more or less amusement and sympathy the reasons advanced by the men responsible for their lack of success in carrying out their ideas of efficiency in the modern composing-room, and it seems to me that they have all missed one of the greatest obstacles and one of the most common ones as well. We are now, as printers, just climbing the fence between uncertainty and certainty in the matter of cost of production and between haphazard methods and cost systems. In ninety-nine cases out of every hundred in the larger shops the proprietor of the shop is acting as his own superintendent or has delegated the work to another member of the firm, in case of companies. These men have had actual working experience in their own offices, in the days of five or six men plants, and while they carry "system" and "costs" at every stage of the game they insist on maintaining many of their antiquated ideas, because "it is the *way I* used to do." The larger part of these men are, from a point of actual experience and knowledge, no more fitted for the positions they hold than the greenest apprentice in the shop. There is a better day coming, of course, but it will be after the passing of the printer of yesterday who owns the shop of to-day — when the young men of to-day who are learning the safe foundations of their business shall have assumed the management of affairs, and who will not, as is now so often done, tie the hands of the various department heads and still expect them to produce "to-day" results from the antiquated methods of yesterday.

Another really "nice" feature of the big shops is the large number of relatives of the "front office" scattered throughout the plant. The foreman will be told that he is

not expected to use any different methods with them than with the other employees. But they always consider themselves favored ones, and, if compositors, they will do as they like regardless of either the directions on the job envelope or the instructions of the foreman, and, if their work is marked up for correction, will wait until the "old man" comes around and then show him "what they are doing to his proofs." And the foreman *always* gets it in the neck. In the linotype department and other machine departments the "relative" must have charge regardless of ability, and what the foreman wants and what he gets are two vastly different things. So it is all through the plant — and yet we are expected to get results at every turn.

Like most of the other fellows, it would not do to have my views get back to the employees, but it is a thing we are "up against" all the time and is a serious handicap to any man in charge of a department. A FOREMAN.

PRIVATE PRINTING PLANTS.

To the Editor: CATAWISSA, PA., Dec. 9, 1912.

We note with a great deal of appreciation your answer to query No. 1349, as to the matter of establishing a private printing plant. A few more straight-up-and-down statements of cold, plain facts, such as you make in this answer, would be a good thing for printers and buyers of printing all over the country.

The matter has appealed to us so strongly at this time, that we have written the party a small addition to your statement. H. R. VON DORSTER.

COST SYSTEM IN AUSTRALIA.

To the Editor: PERTH, AUSTRALIA, Oct. 12, 1912.

It may interest you to know that a reliable cost system will be in force in this city before the New Year, and the whole of the commonwealth of Australia, I believe, will be in line by the end of 1913. Strenuous efforts will be made to that end. We have Typothetæ in all the metropolitan cities on the mainland — Sydney, Melbourne, Brisbane, Adelaide, Perth, etc. A resolution was carried at the recent conference in favor of interstate typothetæ. This is the final link. A uniform cost-finding system will complete the structure. R. M. COCHRANE.

HIS MOTHER'S CRIME.

A guild of godparents to save children from incongruous names is being suggested. The late Canon Bardsley, author of a book on English names, told the story of what was probably the most idiotic name ever bestowed upon an unfortunate infant. A woman had her son baptized What, for no other reason than to cause amusement in future years, when, being asked his name he should reply, "What." — *London Chronicle.*

A TEAR SPILLER.

"What do you do when you forget your lines?"

"I just repeat the multiplication table in a muffled voice," said the emotional actress. "I had the house in tears the other night over nine times nine are eighty-one." — *Washington Herald.*

WHERE IS HE.

"Pa, what is a *rara avis?*"

"A Democrat, my son, who doesn't think he's going to get some sort of job soon." — *Birmingham Age-Herald.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

FIRE on October 15 caused a large loss in the printing-office of the noted firm of Eyre & Spottiswoode, in East Harding street, London. It was with great difficulty that all the employees got safely out of the burning premises.

THE establishment of a government printing-office for England is being agitated. The government spends yearly about $1,750,000 for printing. Because of the new employees' insurance system, it is believed this year's printing bill will reach $4,500,000.

MR. G. K. FORTESCUE, keeper of the printed books at the British Museum, died October 26, aged sixty-four. During his forty-two years' connection with this institution he saw it increase to a library of almost four million books, its rival at one time being the Bibliothèque Nationale et Paris.

THE London *Times*, which for a long time used type cast on the Wicks rotary caster and had it set by Kastenbein composing machines, has discarded these and now uses the monotype machines. It is said that the *Times* was started in 1785 by Walker, mainly with the object of trying out an extensive system of logotypes which he had devised. Logotypes, however, soon proved themselves impractical.

THIS great compliment has been given to an author: "Mrs. Barclay is an almost priceless possession for a publisher. Her copy is in a handwriting so neat that nothing is gained by typewriting it, and she gives no trouble with her proofs." Her latest production is "The Upas Tree." In less than three weeks from the receipt of its manuscript by the printer the edition was issuing from the bindery.

THE Royal Commission on Public Records has just issued a report in which it argues against the practice of giving work always to the lowest bidder, as this results in many disadvantages — for instance, bad binding, bad paper, inaccurate composition, poor proofreading (especially in foreign-language matter, such as Latin, Anglo-French, etc.). By the time a printing-house was trained up to the requirements of the public-record work the contract is let to some other house. Six different concerns have had a turn at it since 1897. The commission desires quality in preference to cheapness — which is not to be expected when one goes shopping for printing.

FROM now on, as reported in the craft journals, fifty will be the recognized number of hours for a normal week in "fair" printing-offices in London. Mr. C. W. Bowerman, member of parliament and the parliamentary secretary of the London Society of Compositors, put a question on the subject before the House of Commons, on October 29, and was informed that the board of trade had carried out a full investigation into the conditions of the printing trade in the metropolis, and reported that fifty hours may now be accepted as the predominant working week within the meaning of the "fair-wages" clause. After consultation with the Fair Wages Advisory Committee instructions had been given the Stationery Office to be guided accordingly in the making of future contracts for printing.

GERMANY.

THE printers of Dresden recently celebrated the fiftieth anniversary of the Dresden Typographical Union.

THE cable on December 6 announced the appearance of *Das Kleine Nacht-Journal*, Berlin's new night paper, which

is intended for the patronage of theater-goers. It goes to press at 10:30 P.M.

SIXTEEN printers in Badisch-Rheinfelden became sick recently through being poisoned by eating impure margarin.

BECAUSE of the increase in the cost of labor, fuel, taxes, insurance, etc., the German manufacturers of wrapping-paper have recently raised the prices of their products.

DURING the third quarter of 1912 there were two hundred cases of confiscation by the authorities of printed matter — books, newspapers, catalogues, cards, notices, pictures, etc.— because of their unlawful content and character.

AT a recent bidding for the bill-posting privileges of the city of Leipsic these were awarded to Messrs. Bär & Hermann, who bid 95,000 marks ($19,610) per year, which is 20,000 marks more than was paid the city for the concession the past year.

TO HONOR the hundredth anniversary of the invention by Koenig of the power press, the Berlin Society of Printing Pressmen held a celebration and an exhibition, on October 21, in the large hall of the *Neue Welt*. Songs and speeches by craftsmen were part of the program. An interesting collection of printing machinery, including a press capable of turning out fifty thousand copies per hour, made up the exhibition.

A MUSEUM of writing, to be either at Dresden or Leipsic, is a project before the government of Saxony. There is a private museum of this sort at Berlin, established by Herr Rudolf Blanckertz, head of Heintze & Blanckertz, the steel-pen manufacturers. Here one finds Babylonian many-thousand-year-old cuneiform tablets, Egyptian papyrus rolls, East Indian palm-leaf books with incised script, pencil-brush writings from China and Korea, Arabian Koran manuscripts, Greek writing tablets, Roman bronze pens, the stylus of the Greeks, and all the writing materials of modern times.

AS A result of the agitation begun by *Die Brücke* (a society for the "organizing of intellectual endeavor," with headquarters at Munich) in behalf of a universal system of standardized book-page sizes, a number of firms and organizations have announced their adoption of the scheme as arranged by Dr. Wilhelm Ostwald. Among these are the publishers of Richter's "Reiseführer," a series of sixty different guide-books for various countries and cities in Europe; the International Association of Chemical Societies, having fourteen branches and eighteen thousand members; the International Ski Association; the royal and university printing-office of Dr. C. Wolf & Sohn, at Munich; the official reports of the Royal Technical Investigation Board, Vienna; the Otto Perutz Dry Plate Works, at Munich, which will use the new standard-page dimensions not only for its catalogues, labels and other printed matter, but for photographic films, dry plates and stereopticon slides; and the directors of the Swiss National Exposition, to be held in 1914, have advised exhibitors to confine their printed matter to these systematic page-sizes, as assuring a longer preservation of their cards, circulars and booklets by those who receive them. For the information of those who may be interested (and perhaps willing to follow suit) the card and page sizes for general use (as trimmed) are: Format No. 5, 4 by 5.66 centimeters; No. 6, 5.66 by 8 centimeters; No. 7, 8 by 11.3 centimeters; No. 8, 11.3 by 16 centimeters; No. 9, 16 by 22.6 centimeters; No. 10, 22.6 by 32 centimeters; No. 11, 32 by 45.3 centimeters. A metric rule doesn't cost much, and will give one an understanding of metric linear measurement.

FRANCE.

OF the issue for Sunday, October 27, the *Petit Parisien*, of Paris, printed 1,935,000 copies, perhaps the largest one day's output ever reached by any daily in the world.

THE *Figaro* publishes the statement that underwear (even hosiery), especially for sportsmen, aeronauts, automobilists, etc., is now being made of paper — of a thin, tough, Japanese variety. Vests of various ornate designs are also made of paper.

A NUMBER of former pupils of the *Ecole Estienne*, the noted graphic arts school at Paris, have formed an association, under the name of La Société amicale et de Secours mutuels des anciens Elevés de l'Ecole Estienne, for social intercourse and assistance in case of need.

SEVENTY departments of France boast of having paper manufactories. Their 619 machines give a daily product of 2,890 tons of paper. The department of Seine-et-Oise has 45 machines and a daily output of 374 tons. Its proximity to Paris explains its predominance. Yet France has to import much paper and cardboard. In 1911 such material to the value of 38,035,000 francs ($7,340,755) came in from abroad.

AUSTRIA.

THIS month, January, the Austrian Graphic Association will hold an international exposition of calendars, in Vienna.

THE central or head organizations of labor unions in this dominion have a hard time of it, as the diversity of tongues spoken in it necessitates the issuance to the local branches of letters, circulars, bulletins of information, etc., in the various languages. According to a census taken on December 31, 1910, of a total population of 27,963,872 in Austria, 9,950,266 speak German, 6,435,983 Bohemian, 4,967,894 Polish, 3,518,854 Ruthenian, 1,252,940 Servian, 783,334 Italian, 275,115 Roumanian and 10,974 Hungarian.

THE working bookbinders at Cracow, in Austrian-Poland, are nearly all Jews and are poorly paid. They have just entered into an agreement with the employers, that the minimum weekly wage be as follows: Immediately after concluding apprenticeship, $3.05; after one year, $3.45; after two years, $4.05. The highest-class hands, such as gold-finishers and edge-gilders, now get as much as $5.70 (previously, $4.05). Women learning the business get, after the first month, 16 cents a day. The working day is 9¾ hours up to the end of 1913; after that 9½ hours. Overtime is paid from thirty-five to fifty per cent extra.

CHINA.

THE secretary, Chow Hi Chu, of the Chinese embassy at Rome, with the assistance of his undersecretaries, Houang and Cheon, and the cooperation of Prof. Rivetta de la Solonghella, of the University of Naples, a linguist proficient in many languages, has worked out a new alphabet for the Chinese language, to replace the old. As there are in this language sounds which are not to be found in any European language, no European alphabet could be taken up as it stood; hence a new one had to be devised, and letters were taken from the Roman, Greek and Russian alphabets, to which a large number of new terms were added. The "modern" Chinese alphabet thus made up consists of forty-two letters, of which twenty-three are vowels and nineteen consonants. The vowels a, e, i, o, u, are taken from the Roman; epsilon, upsilon, chi and omega

from the Greek; the signs of tch, ts and ch from the Russian. For the sounds which are transliterated by oué, ouei, ouo, oa, yao, yeou, yè, qiou, eull, which Europeans can not pronounce correctly, there are new signs. It is claimed that this new alphabet is heartily welcomed, especially in southern China, and has great prospects of final success, the belief being that the government will soon officially adopt it.

TURKEY.

CONSTANTINOPLE possesses a great prize in the library of the Hagia Sophia, which has only recently (after the inauguration of the parliamentary régime) been opened to the view of the public, including foreigners. It was begun in the reign of Sultan Mahmud, about the middle of the twelfth century, and there is none other like it in the world. It comprises two thousand volumes, all in manuscript, with not a single printed work. A small room in the Hagia Sophia enshrines it, where it is well guarded against theft and fire. The intellectual content of the books may be said to be wholly unknown, as there are but few who can boast of having read any of them. They are said to be very difficult to decipher. The majority of these manuscripts are believed to be over three thousand years old, and each volume is valued at not less than $7,500 to $8,000. The entire library would thus be worth from $15,000,000 to $20,000,000. A number of the books are written by their authors, and in the language which Turkish savants look upon as their classic speech.

SWEDEN.

AT the recent celebration of the seventy-fifth year of its existence, the printing and publishing house of Albert Bonnier, at Stockholm, divided the sum of 75,000 kroner ($20,100) among its employees. Such as had been with the house over ten years received the equivalent of three months' wages, and those of shorter-service terms proportionate amounts. On the day of jubilee the entire force was also given a feast in a big tent on the residence grounds of the proprietor.

BELGIUM.

JEAN DUMONT, who for twenty-four years has been the director of the Brussels Trade School for Printers, has resigned that office, because of his advanced age.

THE Musée du Livre (book museum) at Brussels held a graphic-arts exhibition on October 24 to December 15 — on week days from "10 to 18 o'clock," and on Sundays from "10 to 16 o'clock."

RUSSIA.

A CONSULAR report states that the number of male employees in the printing and allied trades in Moscow is 4,875, and of females 869. The wages vary from 10 rubles ($5.15) to 30 rubles ($15.45) a month, over forty-four per cent of the men receiving the latter wage. A few compositors receive as much as 100 rubles ($51.50) per month.



THE NEW APPRENTICE AND THE I. T. U. COURSE.
Half-tone from a half-tone in the Christmas Annual of the *Otago Witness*, Dunedin, New Zealand.

ITALY.

BECAUSE of a strike of the compositors and pressmen in Milan, on October 28, no papers could appear. The strike lasted but one day, and negotiations are now going on to come to an agreement upon the wages and other matters in dispute. Altogether thirty-five hundred employees were affected.

SPAIN.

WITH the purpose of perfecting arrangements to organize a central printery proprietors' association, 127 delegates from all parts of Spain met recently at Madrid. The matter had previously been agitated at a printers' congress in Barcelona, in 1911.

NORWAY.

IT is said that Queen Maud, of Norway, devotes a portion of most days to the art of bookbinding. She is skilled in every part of the work, from the actual binding of the leaves to the finest tooling that can be done on leather.

Written for THE INLAND PRINTER.

A PRINTER-SCIENTIST-FARMER CANDIDATE FOR THE PORTFOLIO OF AGRICULTURE.

BY C. A. HARTMAN.

THE only remaining Bureau Chief with the rank of Assistant Secretary, appointed by the last Democratic President of the United States — Grover Cleveland — is Prof. Willis L. Moore, LL.D., Sc.D., Chief of the United States Weather Bureau. Professor Moore is also a union printer and has been since he became a journeyman, in 1874. His affiliations have been with the typographical unions of Elmira, New York; Burlington, Iowa; Chicago, Illinois, and Washington, D. C., and he is now an honorary member of Columbia Typographical Union, No. 101, of Washington.

At a dinner held in the Café Boulevard, in New York, the week preceding election day, members of Big Six Typographical Union, officers of the Central Labor unions of Manhattan and Brooklyn, and affiliated organizations, concluded that Professor Moore would be an ideal Secretary of Agriculture, and inasmuch as his time, money and good will have always been at the command of organized labor, especially the printing trades, the workers in the rank and file of Democracy would urge upon President-elect Woodrow Wilson, the wisdom of the appointment of Professor Moore.

The unions all over the country have taken the subject under advisement, and while printers are proverbially shy on the question of indorsing candidates for office, the response to the Moore indorsement has been almost universal.

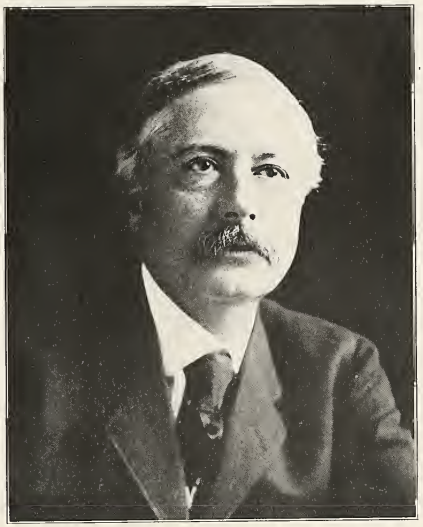
Prof. Willis L. Moore has been Chief of the U. S. Weather Bureau since 1895, and has frequently been Acting Secretary of Agriculture. He was born in Scranton, Pennsylvania, in 1856. For many years he has owned, lived on and operated a large farm in Montgomery county, Maryland. He has ten thousand fruit trees, most of which have been pruned with his own hands. He raises thoroughbred draft horses and hogs, and successfully does general farming.

He spent most of his early life in or near Binghamton, New York. At the age of eight years he joined his father, who was then an officer with Grant's army at City Point, and sold newspapers to the troops in the field up to the outside lines surrounding Petersburg and Richmond. He served a four years' apprenticeship in the office of the Binghamton (N. Y.) *Republican*, and received his education in the public schools of Binghamton, by private tutoring and independent study. While working as a compositor and pressman in the printing-office of the Weather Bureau he was pursuing his studies of the natural sciences, and received aid from the scientific staff of the Weather Bureau. He is now recognized as one of the leading meteorologists of the world. Last year he was one of the lecturers before the Royal Institution of London, giving there a course of lectures that attracted the favorable attention of the leading scientists of Europe.

He rose through each successive grade of the meteorological service until in 1894 he was appointed professor of meteorology as the result of an open competitive examination, there being twenty-two competitors.

While known to be a strict disciplinarian, he has worked out and inaugurated in the Weather Bureau a system of promotion, based on merit and intellectual development, that carries the spirit of the civil-service law far beyond the letter of that act.

Norwich University has conferred upon him the degree of LL.D., and St. Lawrence University the degree of Sc.D. He was president of the National Geographic Society from 1905 to 1910, and was vice-president during the same period of the Washington Academy of Sciences. He is a fellow of the American Association for the Advancement of Science, and of the American Geographical Society. He is an honorary member of the Royal Meteorological Society of England and of the Meteorological Society of Austria. He is president of the Washington Aero Club, a member of the Cosmos and Chevy-Chase clubs, and a nonactive member of the Washington Press Club. He is the author of "Moore's Descriptive Meteorology," a standard text-book for colleges. He is also a contributor to scientific publications, a lecturer and public speaker.



WILLIS L. MOORE,

Well-known printer and Chief of the United States Weather Bureau, who is prominently mentioned for the office of Secretary of Agriculture under the new administration.

SUCCESS ASSURED.

Chicago has a school for brides. If it guarantees every graduate a position it is bound to become the most popular institution of learning in the country.— *Cleveland Plain Dealer.*

GENTLE KNOCK.

Tody — "Jennie tells me young Woody proposed to her last night."

Viola — "I don't think I know him. Is he well off?"

Tody—"He certainly is. She refused him."— *Tit-Bits.*

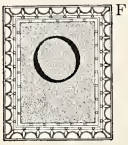
AT OUR JOKES.

He who laughs last is an Englishman.—*Princeton Tiger.*

Written for THE INLAND PRINTER.

OFFSET PRINTING.

BY R. O. VANDERCOOK.



FFSET printing might now be called the new art in printing. Through the selling efforts of the makers of offset presses, printers generally have had their attention arrested by this comparatively new art — new, because it is only very recently that the art has been simplified and improved so that the average printer can consider the advisability of utilizing it.

What is offset printing? Every printer knows what offset on a job is — an evil that must not be allowed in a print-shop. But it was found that if the principles producing the destructive offset were rightly followed out, the same could be used for creative work.

Like almost everything else that has changed the old way of doing things, the beginning was the result of a blunder or accident, or both.

As I understand it, the combination of circumstances that started the offset development was about as follows:

An old cylinder press doing cheap work with a rubber tympan;

A careless feeder;

A pressman with an inventive turn of mind.

The pressman observed that the offset (caused by frequently missed sheets) looked better on the back than the job did on the face. Everybody doing offset work now knows it does, if the stock, form and ink are right. These essentials just happened to be right when the inquiring pressman observed it.

Of course, the print read backward. To utilize the idea practically the form should read the reverse of the ordinary type-form. I noticed in the last issue of Barnhardt Brothers & Spindler's catalogue that there are a few fonts of type shown called offset type, the face of the letter reading the reverse of ordinary type. I will not say now that the time will come when typefounders will cut all their letters for offset printing as well as for direct type-printing. No one can tell what the final outcome of the new art will be. The reading of the form could be reversed by photography and the zinc-etching process to bring the letters in relief.

But lithograph presses did not use type in relief. A "transfer" was made to stone. To-day practically all of offset printing is done by means of methods evolved from the principles of lithography.

For the benefit of the printer-apprentice (and the good trade journal should keep him ever in mind) we will go into the A B C of lithography. Lithography is possible only because of the fact that oil and water will not mix. All lithographing presses have cloth-covered rollers for dampening the stone and skin-covered rollers for inking the transfer. The moisture adheres to the stone wherever there is no ink. The transfer, being covered by an oily ink, does not take the moisture from the dampening rollers. When the form passes under the inking rollers the ink will not adhere to the moist parts of the stone and adheres only to the oily surface of the transfer, thus producing a clean print without the use of type or lines in relief. When a transfer is made for offset purposes, the transfer is reversed so that it will print right. Most offset presses to-day are of the rotary principle. The form, or, more properly speaking, the plate with the properly prepared transfer, is put on a cylinder. I understand that attempts have been made to make a curved stone. It would work, but the expense of the stone and the machine construction needed to carry the stone were much more, and not any more efficient, than the zinc plates now used.

At first, aluminum was used and it worked satisfactorily. It is said that an experimenter who was out of aluminum tried zinc, and now everybody is using it. Zinc, ungrained, will not do so well as stone in the matter of dampening. Graining the zinc gave it the necessary tackiness so that it would hold the moisture. To grain a sheet of zinc it is placed in a "grainer," a machine of very simple construction, consisting of a wooden tray which is given a horizontal "jiggling" motion. On the top of the zinc to be grained in the grainer are placed a lot of marbles. These marbles rattle around on the zinc and produce the graining.

Good lithograph stone is becoming scarcer and scarcer and more expensive, and the discovery that, for offset printing, zinc was better than stone was of great value.

A common method to make transfers of type-forms for offset work is to take a perfectly printed copy made on transfer paper with transfer ink on a modern printers' proof press or job press, then lay the printed transfer face down on the zinc and transfer the impression by very heavy pressure to the zinc. The transfer paper is then soaked off the zinc with water, leaving the ink on the zinc. The zinc is then dampened and inked by hand and examined to see that all details are brought out. An offset proof press will soon be on the market to enable a proof to be taken from the transfer without the expense of putting it on a regular press. This machine will also be useful for print-reversing and will do away with the use of transfer paper in many cases.

In transferring delicately lined cuts and engravings it has been found that a direct transfer by photography to the zinc gives the best results. The zinc is sensitized and the negative put in close contact with the sensitized surface of the zinc, and exposed to electric light. The zinc is "developed" in a chemical solution. The developed image will take ink, but not moisture, and will work like an ink transfer. These photograph transfers are now being made for the trade by specialists, who call the work photolithography. I do not think this is a good name, for "litho" means stone, and the process has nothing whatsoever to do with stone. Here is a chance for word-coiners to make a new word that will be more appropriate, in its derivative meaning, for the new art.

With the development of offset printing the making of photo transfers may become as much of a specialized industry as the making of half-tones is to-day.

The offset printing-press is even now a comparatively simple machine. It consists of three cylinders — one for the zinc, one for the rubber blanket, and one for the impression. Most of them have automatic feed, either attached to or a part of the machine.

There are no intricate mechanisms in the functions needed to print by offset. The ink rollers are made the same as rollers for lithograph, consisting of a wooden or metal core covered with a skin. It is even now difficult to get good skins for making the rollers. As near as I can find, there are less than one thousand offset presses in use in this country. If the use of offset presses should increase so as to approximate the number of printing-presses, inventive genius will surely find something better for offset rollers, as was found in zinc for use in place of lithograph stone.

One of the best-known makers of rubber blankets told me that the best offset blanket was not made in this coun-

try, but was imported. This offers another opportunity for Yankee ingenuity to get busy.

Offset printing was not a commercial success until inkmakers gave it their especial attention and produced a good black for offset purposes, and papermakers produced papers that were especially adapted to offset work. Papers called offset papers are now generally sold by dealers. It has only been recently that suitable inks and papers have been generally available for offset printers.

Each new advance in one art brings out advances in all the other allied arts. Photography and printing have been closely allied during the last fifteen years by the art of photoengraving, and both arts have advanced together.

Lithography and printing from relief (type, etc.) have been competitive to a degree. But the introduction of photoengraving as an aid to printing lessened the field for the uses of the principles of lithography. Now the principles of lithography have increased usefulness through the requirements of offset printing. The principles of lithography, photography and printing are now more closely bound together in the evolution of the art of offset printing.

SOME OBSERVATIONS ON COSTS BY A COUNTRY PRINTER.

BY C. L. HOBART.

(Address delivered before the Missouri Valley Typothetæ Cost Congress, at Kansas City, November 22, 1912.)

THE tentative program called for "straight talks." I know of no business in sadder need of "straight talk" — straight from the shoulder — than ours, especially in the case of the country printer. A survey of the situation presents a peculiar condition. The last fifteen years have wrought great changes in the country office. In my devil days, twenty-six years ago, the specimen-books gave estimates for country plants. Each list contained what will soon be found only in museums — an Army or a Washington hand press. The most expensive equipment was about $1,000. Those were the "good old days" when a pair of scissors and the traditional garmentful of type were all that was necessary to start a paper. Imagine such a pile of junk *living* in the average town to-day! Country offices that cost $5,000 are no longer the exception. Mr. Barhydt, of the American Type Founders Company, said the other day: "There has been a marked improvement in the quality of stationery used by country printers compared with what passed over my desk when I came to Kansas City thirteen years ago." And wages? Twenty years ago a crackerjack printer — one who could put every ornament in the shop in one job, with one or two curve lines — could be had for $9 a week. In the last five years I have been unable to get a good working foreman — one whom I could trust with my little $3,000 plant — for less than $18. Go through the exchanges on Charlie Blakesley's or "Rosy O'Grady's" desks at the *Star* office, and plenty of evidence of this change can be found. This is a bright picture, but there is another side to it not so bright. Run any one of those country editors into a corner and ask him point-blank, "Are you making any money? Does the first of the month bring any terrors? Are the visits of the type salesmen unwelcome? Does a strange 'pound' in the engine make you heartsick? Or, to speak in cost-system parlance, are you charging — and collecting — overhead, interest and depreciation?" Some of them may answer "yes," for they have accumulated a little "purple and fine linen," and could "fare sumptuously" perhaps every *other* day. But very few can answer "yes" to my star question — "Are you making real money like your neighbor, the banker, who charges off all the expense items (including a nice fat salary for himself) before declaring the dividend, all on six hours a day work?"

It is useless to dodge the tormenting question, "What is the matter with the business?" and the simple answer, "Knowledge of costs, not surmises or 'guesstimates.'" If there are no country printers here to-day, I find myself in the fix of the preacher who scolds the faithful few in his congregation for the faults of the absent many. In that event I hope something may be said that can be carried to the absent ones to arouse them from their lethargy. It is an old saying that a chain is no stronger than its weakest link. The printing business will never be on a safe footing until a cost system is in every office. The trade papers have without exception given much space to this discussion of costs, yet it is amazing the number of printers who say they can make money selling composition at 50 cents and 60 cents. Pardon the advice, but the Kansas City Typothetæ should make a note of this: I know a printer with a fair equipment about fifty miles from Kansas City, who in some inexplicable manner, learned that the cost commission placed composition at $1.30. Did he rejoice? Yea, verily, in these words, "If the Kansas City printers ever charge such prices I will be it, for I can do work for half that, keep a solicitor on full time in the city, and make oodles of kale."

Cost-finding is one of the most deceptive things a printer ever encountered. In a country office, where rents, wages, etc., are lower, where hours are longer, where overtime is rarely charged and there are no modern city burdens, it doesn't seem possible that composition and presswork can cost as much as in the city. But it does, and a little careful study, not guesstimating, will prove it, as I have done time and again in my own shop. But how to make the other fellow see it? I do not know, and the printers' organization that solves the problem will have rendered the world a great service. A little scrap of my own experience might be of some benefit. After I compiled the "57 varieties" of nonproductive expense, which was published a few years ago, I began keeping a classified expense account. I have been told many times this is unnecessary labor, because the total of the "Expense" page in the ledger shows the cost, and the balance in the cashbook the financial condition. That's another guess. At the end of the year a tabulation of the expense items will bring a painful realization that the old thing is costing more in a dozen ways than was guessed. Kindly note that word "guess." It is largely responsible for our condition. This tabulation will pave the way from "guessing" to "knowing." Through this process we arrive at a knowledge of the magnitude of "overhead." Then comes naturally consideration of the long-neglected items, interest on investment, depreciation (ten per cent on machinery and twenty-five per cent on type), and the proprietor's salary, which should be at least twice the foreman's. Combining these, the cost of production is much higher than was guessed. (Last call for the word "guess".) That figure may stun, but will not kill. One step more in the mental process and the light breaks: How many selling hours in that cost? (Exit Guess, enter Cost System down center.) Last winter I read the address of a Colorado publisher before his press association; I will admit that he had been reading something later than the 1890 specimen-book. He presented a schedule of expenses for an average office (including the proprietor's salary at $75 a month!) and then oracularly observed that "you will find only ninety per

cent of this is productive — that is, at least ten per cent of the time will be taken in distribution, etc." In spite of his crude analysis, composition reached 90 cents.

The proprietor's attitude toward his salary is like the ways of Providence — inscrutable. A few days ago I met a country publisher who owns a $7,000 plant, and he is some cost-system crank, too. He insistently gave me the grand hailing sign of the order, "Are you making any money?" whereupon I, finding him to be a brother in good standing, began talking to him in full fellowship. He told me he charged up his salary at $4 a day — a little more than he pays his foreman — $104 a month, less than half the salary of any banker in his town.

It seems to be the heritage of the country publisher to be the goat. Nineteen years ago I heard Charles F. Scott in an address before the Kansas Editorial Association say that he worked eighteen and twenty hours a day, and in those days the Iola *Weekly Register* was a model paper. No one could call into question a single quality of mind or soul of Charlie Scott; why this exorbitant levy on his time and strength? A few weeks ago I read an article on "Getting Advertising." This country publisher had a great secret—he wrote the advertisements himself. Speaking of one of the heaviest advertisers he said, "I have an engagement with him every Monday night from 7 to 10, 'blocking out' his advertisement for the week." He was perhaps charging the man 15 cents an inch for space — little enough, the Lord knows — below cost-system cost — and donating, actually taking three hours of his own time, transforming it into $2,000-a-year service, and giving it to the merchant. A tidy commission for a 15-cent advertisement.

The proprietor's salary has an ethical phase, comprehended in the question, "Why pay more for silk than calico?" Why pay the president of our state university $6,000 a year and a residence, when plenty of teachers in my county can be had for $40 a month and board themselves? The Masonic Temple, Ninth and Harrison streets, is considered by some to be the handsomest structure in Kansas City. The men who built it received from 55 cents to 75 cents an hour, while the architect who designed it was paid $8,250. Permit me to hint something that may be a little painful to our hosts. A search through this city will find many pieces of highly artistic printing. How many of them brought more than the $1.30 and $1.60 an hour the compositors and pressmen put on them? In other words, was anything paid for the service that puts the printer in the same class with the architect and university president? Is that comparison unwarranted or presumptuous? Is not the printer on a par with these two men in our present civilization? Tell me what transformed an obscure counter-jumper in Chicago into a millionaire whose name is to-day a household word in the middle West? The commodity you and I are selling every day — printers' ink, in its myriad forms. Nelson Darling, of Oklahoma City, one of the big men on the Chautauqua platform, makes the prediction that the next fifteen years will find the towns of two thousand and under off the map, and many in the five thousand class will barely hold their own; that the only thing to save them will be a vigorous advertising campaign. The stupendous growth of the operations of the two great mail-order houses here in Kansas City support Mr. Darling's contention. Is not the man who makes and sells the serum that will rout this business epidemic a mighty factor? When I remonstrated with my friend for his $104 a month salary he replied, "It will make printing cost a lot more." Well, it is worth it.

The great need is the education of the printer in the value of his service to the community. When he gets this knowledge, he will put in a rush order for a cost system, and he will use it. If he can not collect his new prices, he will either search for a new location or leave the business. This latter alternative would in many cases be desirable; it would make the community realize the value of its printer. The printer must be taught that his remuneration *as a printer* must come alone from what he sells; that it is bad business policy to give away first-class business tonic because he can recoup his losses from the postoffice and the county printing. For postoffices can take wings, as many will soon realize, and official printing will soon be put on a business basis. Teach the printer the iniquity of "fillers." Teach him to keep his "velvet" separate from the shop. Teach him that every shred of value, night and Sunday work, little "lifts" from members of the family, all belong legitimately in the overhead, and must be paid for by the customer. This is just to every one concerned in the transaction and right in the eyes of the Lord who said "the laborer is worthy of his hire."

Owen Meredith said "The world is a nettle; disturb it, it stings; grasp it firmly, it stings not." And the paraphrase is this: Your rating in the market is measured by the price you put upon yourself; the lower you price yourself the more you will be hammered down.



DAUGHTER OF R. LEE SHARPE, CARROLLTON, GEORGIA.

SIMPLE.

Englishman — "How did you manage to throw straight enough to hit that window?"

Suffragette — "I aimed at the wall." — *Life.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Offset Transfers from Copper Plates.

C. W. Rohr, Cleveland, has trouble in getting clean transfers from intaglio engraved copper plates for use on the offset press. The ink does not leave the copper evenly. The lines are broken. The copper plates are intaglio etched plates, and he lays the trouble to the intaglio lines being undercut.

Answer.— The writer has had considerable experience in etching copper plates intaglio for lithographers to pull transfers from and has not heard before of this trouble. The etching for this purpose is so slight that it should not be possible to undercut. The difficulty lies most likely in the transfer ink not being suitable. It must not be too hard. If some "stone-to-stone" transfer ink is mixed with the regular plate transfer ink it will work better. Some transferrers use the transfer paper dry, and after inking, wiping and polishing the copper plate, it is heated as a copper-plate printer does, when the transfer ink comes away on the transfer paper clean and sharp.

Sears' High-light Process Again.

"Offset Press," Buffalo, asks: "I want to get high-light half-tone negatives by putting my dry-plate negative and the half-tone screen up in a camera pointed toward a light, copying those two, thus getting a positive in which I can scrape in further high lights if I require them. From this positive I make a negative and then the prints for the offset press. My photographer says I can not make high-light half-tone negatives in this way without infringing a patent by F. W. Sears, for the use of which a few concerns in this country have paid large sums of money."

Answer.— When the writer was experimenting at making half-tones for the New York *Daily Graphic*, from 1876 to 1880, this was one of the methods he used, but abandoned it. It would be difficult to prove it at this late day, with no exhibits and witnesses defunct. Still the *British Journal of Photography*, which can be relied upon absolutely in such matters, says (November 15, 1912, page 883): "It should be mentioned that Sears patented this method, though it was in common use long before, and a detailed description of it was published in the *British Journal of Photography* before the patent was issued."

Developer Strength Affects Plate Speed.

J. H. Burden, New York, among other questions asks the proper strength of the iron developer. Says he is using iron that tests 20 degrees with a regular silver hydrometer or argentometer.

Answer.— Protosulphate of iron dissolved in clean water and testing 20 degrees with an argentometer is the strength in general use among processworkers, though some operators prefer it much stronger. The writer has found the tendency to fog increases with the strength of the developer, though this can be prevented by increasing proportionately the amount of acetic acid. Messrs. Frary and Woolett, in a paper read before the recent chemical congress, claim that increasing the strength of the iron developer decreases the amount of exposure required. They found that with the iron developer testing 20, with one ounce of acetic acid to sixteen ounces of developer, the exposure required was one and one-half minutes. Using developer testing 40, with two ounces of acetic acid to sixteen ounces of developer, the exposure required was three-quarters of a minute, while a saturated solution of iron developer, testing 80, with four ounces of acetic acid to sixteen ounces of developer, gave good negatives in fifteen seconds. All of which is most important to the process-worker — if true.

Iodizing the Silver Bath, and Why.

All photoengravers iodize the silver bath, but how few could give the reason for it. Yet here is the question and answer as given in the examinations in the "Ordinary Grade for Photomechanical Work," in the London school: "Why is a silver bath iodized? Describe two ways in which this can be done. A fully iodized bath is being filtered and the filtered solution is being allowed to run into a clean bottle which contains some distilled water. What is the result, and why?"

Answer.— "The silver bath is iodized because silver iodid is very slightly soluble in the silver-nitrate solution, and if this were not done 'pinholes' would appear in the plate, caused by the silver nitrate dissolving some of the silver iodid as it formed in the film. The bath may be iodized by dissolving one-half grain of potassium iodid in each fourteen ounces of the bath solution and shaking the solution until it is saturated with silver iodid. Another way of iodizing a silver bath is by immersing an iodized collodion plate in the silver bath and allowing it to remain there for an hour."

"Ours an Age of Color-printing."

The timeliness of the leading article in the November INLAND PRINTER, with the above title, is evidenced on looking over a news-stand containing the foreign publications as well as our own. The cover-pages of the most successful weekly journals and monthly magazines are a bewildering array of beautiful coloring. The Christmas numbers of the London weeklies have for a generation or more been gorgeous with colored supplements, and this year they have excelled all previous accomplishment in register, press-work and artistic effects. It is the regular weekly issues

of the foreign journals that are a surprise in the excellent way in which they handle color-plates and how general this excellence has become. Germany leads in the technic of the work. France furnishes the most stunning color effects, though one finds brilliant colorwork in the Austrian, Spanish, Italian and Russian periodicals. The shame of it all is that though we have in this country the capital, the machinery, paper, ink, large circulations and a public willing to support the highest quality of illustrated periodicals, we are usually beaten by those published abroad, if we but except the *Ladies' Home Journal* and possibly one or two other publications. And why is this? naturally may be asked. The only answer that seems reasonable is that Europe is getting the benefit now of its long-established art and technical schools, and we show the lack of them.

Silver Bath to Renovate.

"Photographer," Easton, Pennsylvania, writes: "Am having no end of trouble with my bath giving streaks and pinholes. Have tried permanganate of potash and sodium sulphate to doctor it without success. Is there any particular rule to follow in boiling down a bath relative to pouring the silver solution into the water, or vice versa?"

Answer.— Follow these simple rules in renovating your silver bath: When you go to boil it down, take one-half the quantity of water that there is in bath solution. Put the water into an evaporating dish and pour the silver bath into the water, not the water into the bath. The reasons for this are given in another paragraph. Now, without the addition of anything, put this yellow-looking solution over the gas or coal stove and boil it down until it gives off deadly brown fumes and becomes a dirty-looking, pasty mess. When it gets to this stage take it off the fire and stir it with a glass rod or strip of stout glass, until it breaks up into grains like brown sugar. If you do not do this it will cool into a hard cake that will be difficult to dissolve. The trouble with most operators is they do not fuse the salts when evaporating the bath. The nasty fumes that are given off after the water is evaporated are the iodids, bromids, nitric acid and other causes of trouble. The addition of ammonia to the bath before evaporating is liable to bring about a fulminate of silver during the evaporation of the bath, and fulminate of silver is a most violent explosive.

Stains, to Remove from the Hands.

Here is a question that begins to bother the apprentice at processwork and follows him while he remains at the business: How is he to get rid of the silver stains on his hands? *Process Work* has been discussing the question, and here is a résumé of the methods recommended:

To remove iron and silver stains, take hydrochloric acid and dilute it one-half with water. Pour a quarter ounce of this on the hands and rub well into the hands until the silver stains disappear. The iron stains may leave a greenish tint. Rinse the hands and apply a diluted solution of ammonia or potash. A wax candle kept in the darkroom is useful to keep stains from penetrating the skin if the wax is rubbed frequently over the dry fingers. Another method is to apply the cutting solution to the stains with a tuft of cotton and then use cyanid of potassium solution and wash the latter well out of the hands. Of course this is dangerous where the fingers have cuts, and great care should be taken in using it. Another treatment is to apply a five-per-cent solution of permanganate of potash, which should be acidified with sulphuric acid. Wash and treat with a ten-per-cent solution of sodium bisulphite. A very effective way of removing silver stains is to first paint the stains with iodin and then rub over the iodin with a tuft of cotton saturated with cyanid-of-potassium solution. Then follow with a thorough washing of the hands with good soap and warm water. Fingerstalls and rubber gloves are sometimes used by photographers, though they look very unworkmanlike. With reasonable care very little silver should be allowed to transfer itself from the bath to the worker's hands.

Stagmatype, a New Grain Process.

During 1908 and 1909 there was noticed in this department a new method of making relief-blocks called "Spitzertype," which produced a grain which was altogether too fine for ordinary printing. Since that time Doctor Strecker, of Munich, who invented "Spitzertype," has devised a new process which he calls "Stagmatype." He has taken advantage of the fact that if a solution of bichromatized gelatin is carefully mixed with a solution of gum arabic the two do not really mix but form an emulsion in which minute globules of gum arabic are suspended in the sensitized gelatin solution. When a copper plate is coated with this emulsion it is dried in the dark and exposed under a continuous-toned negative and the print without development put into the chlorid-of-iron etching bath. The iron dissolves the unsensitized and unhardened drops of gum arabic and etches the plate under each gum globule, thus producing a grain effect. It is said of the method that where the negative has transparent lines they are reproduced in continuous black lines and not broken up into dots, as is done with the half-tone screen. Just why this is so does not readily appear, for it would seem that if the globules of gum arabic remain unhardened by the action of light they should be dissolved away by the etching solution in the extreme shadows as they are in the high lights. It is an extremely simple process for readers to experiment with, and their results will be noticed here. When the process reaches this country further particulars about it will be given in this department.

Nickel-plated and Steel Goods to Photograph.

"Photoengraver," Hartford, writes: "I have a catalogue on hand of nickel-plated and polished steel articles, and I never had so much trouble to satisfy a customer. I have dabbed the surfaces with putty, as recommended in THE INLAND PRINTER, but my customer says the objects have no life in them. If I photograph them without using the putty he objects to the reflections; so what am I going to do? Any suggestion will be greatly appreciated by an old subscriber."

Answer.— Dabbing the polished nickel or steel surfaces with putty does destroy the numerous reflections that come from the excessive lighting of the usual photoengraver's skylight and side light. You should make photographs first of these objects, using a slow isochromatic plate. Then remove the putty grease with a cloth and benzin. Take the polished objects to where they will be lighted only by the light of a window or a small skylight and then have your artist paint in with white on the photograph the simple reflections he sees on the polished objects as coming from the single-light source, and you will get the necessary "life" that your customer wants. The other way is to photograph the objects in the first place under a light coming from a single source like a small skylight, using reflectors to kill too heavy shadows, and utilize slow isochromatic plates with a light-yellow screen before the lens. Non-halation plates are also an advantage, though slow isochromatic dry plates have in themselves sufficient non-halation properties.

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXVI.— BY W. E. STEVENS,

Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

A Few Figures.

This month let us digress from the study of technical subjects and look over the last statistics of manufactures of the United States, issued in 1910 by the Bureau of the Census, Department of Commerce and Labor.

The order of the six greatest industries of this country we find as follows:

1. Slaughtering and meat packing.
2. Foundry and machine-shop products.
3. Lumber and timber products.
4. Iron and steel, steel works and rolling-mills.
5. Flour-mill and grist-mill products.
6. Printing and publishing.

In this census for the calendar year 1909 we find that there are 31,445 printing establishments in the United States; 388,466 persons are engaged in the printing and publishing industry, of which 258,434 are wage-earners — the balance being made up of clerks and officials.

There are 22,141 newspapers and periodicals published, having an aggregate circulation per issue of 164,463,040 copies.

The annual consumption of paper is given as 2,730,000 tons, and of printing-ink $8,865,000 worth is consumed.

These figures of course would be greater now, as this census was taken three years ago.

But the most interesting figure of all is the value of the annual output of printing. This is estimated as $737,876,087. Were it possible to procure that many silver dollars and pile them one on the other they would extend more than one thousand miles in the air. The same number of one dollar bills, if placed end to end, would reach three times around the world. This may seem like useless figuring, but it is done for the purpose of impressing upon the minds of apprentices the magnitude of the printing industry, so that they will have a wholesome respect for printing as a *business* as well as an *art*.

The business side of typesetting lies in the time one takes to set up a job, while the art side lies in the appearance of the job after it is set up. So the apprentice should study to be a "business printer," as well as an "art printer." One is commercially valueless without the other.

* * *

The New Year.

This is the beginning of a new year — the year of our Lord nineteen hundred and thirteen. Many promises will be made this month; many "new leaves" will be turned; many resolutions formed.

In accordance with the spirit of the time THE INLAND PRINTER has resolved to increase the value of its Apprentice Printers' Technical Club department by adding two subdepartments. One is to be known as "contributions," the other as "criticisms." Under the former heading we will publish any good articles, hints or wrinkles written by apprentices relative to the printing business or its allied industries. Under the latter heading, apprentices' work will be briefly criticized and the best specimens will be reproduced.

In order to carry out our resolutions we must ask the cooperation of our apprentice readers. Many of you boys have, we are sure, good ideas that would be well worth reading. Perhaps your foreman or employer has given you some excellent advice or suggestions. Perhaps you have ideas as to labor-saving methods, or have aided in solving some difficult problems in connection with printing. If so, just write out these thoughts and send them in, addressed to the "Apprentice Printers' Technical Club, 624-632 South Sherman street, Chicago, Illinois." In preparing these articles we want you to employ the best English at your command, to be careful in spelling, punctuation and capitalization, and to watch your grammar closely. Make a second copy for yourself, so that you may compare it with the printed article. We will, of course, expect to make changes, and it is in these changes from copy that you will get valuable suggestions in the construction of good English. The articles will be signed in print by the names of the apprentices who send them in.

Now as to the other subdepartment — "criticisms." In order to stimulate an interest in this department and to encourage apprentices to send in specimens of their work for criticism, we will each month give "Certificates of Excellence" to the boys submitting the best typographical specimens. These handsome certificates, printed in three colors, will bear the names of the winners, neatly engrossed. They will, as the name implies, certify as to the excellence of the work of the apprentices who receive them. A "Certificate of Excellence" will be reproduced in our February issue.

So it will be to the advantage of our apprentice readers to save specimens of their work and send them to this department. Each month we will give the names of those who send specimens, also briefly criticizing the designs, reproducing those that are the most interesting, and stating who received the certificates.

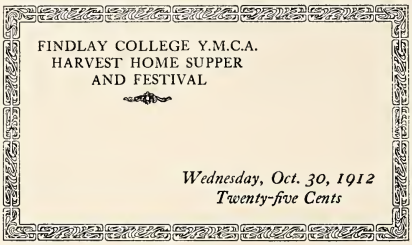
Start the new year with a determination to receive

some of these certificates, and to help other apprentices by submitting ideas and suggestions.

* * *

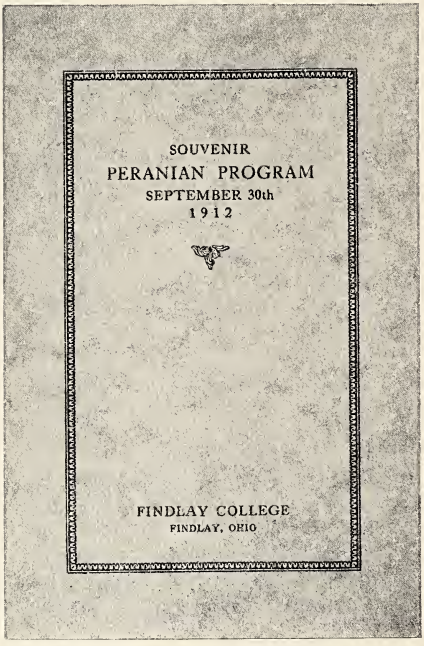
An Apprentice's Work.

The ticket and program cover-page designs reproduced herewith are the work of J. Glenn Holman, an apprentice



Ticket design by J. Glenn Holman, Findlay, Ohio.

with the A. B. Doerty Printery, Findlay, Ohio. Glenn's work is characterized by the use of Caslon types and by his simple and harmonious treatments. He is a student of the



Program cover-page design by J. Glenn Holman, Findlay, Ohio.

I. T. U. Course of Instruction in Printing, and on all of his lessons so far has received excellent markings.

* * *

Formation of an Apprentices' Club.

The Apprentice Printers' Club card reproduced herewith will explain the formation of a club by the apprentices of the Matthews-Northrup Works, Buffalo, New York. This is a good method of getting together regularly and enlarging ideas and suggestions, and is sure to be productive of good results. We expect some contributions and specimens from these wide-awake boys.



* * *

The Denver Monthly Contest.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

First Place — Ray Frey, with the Carson Harper Printing Company.

Second Place — James Carretero, with the Williamson-Haffner Printing Company.



Ray Frey,
First Place.



Arthur L. Schmidt,
Third Place.

Third Place—Arthur L. Schmidt, with the Denver *Hotel Bulletin*.

Herewith are reproduced the first and third place entries, which are very interesting.

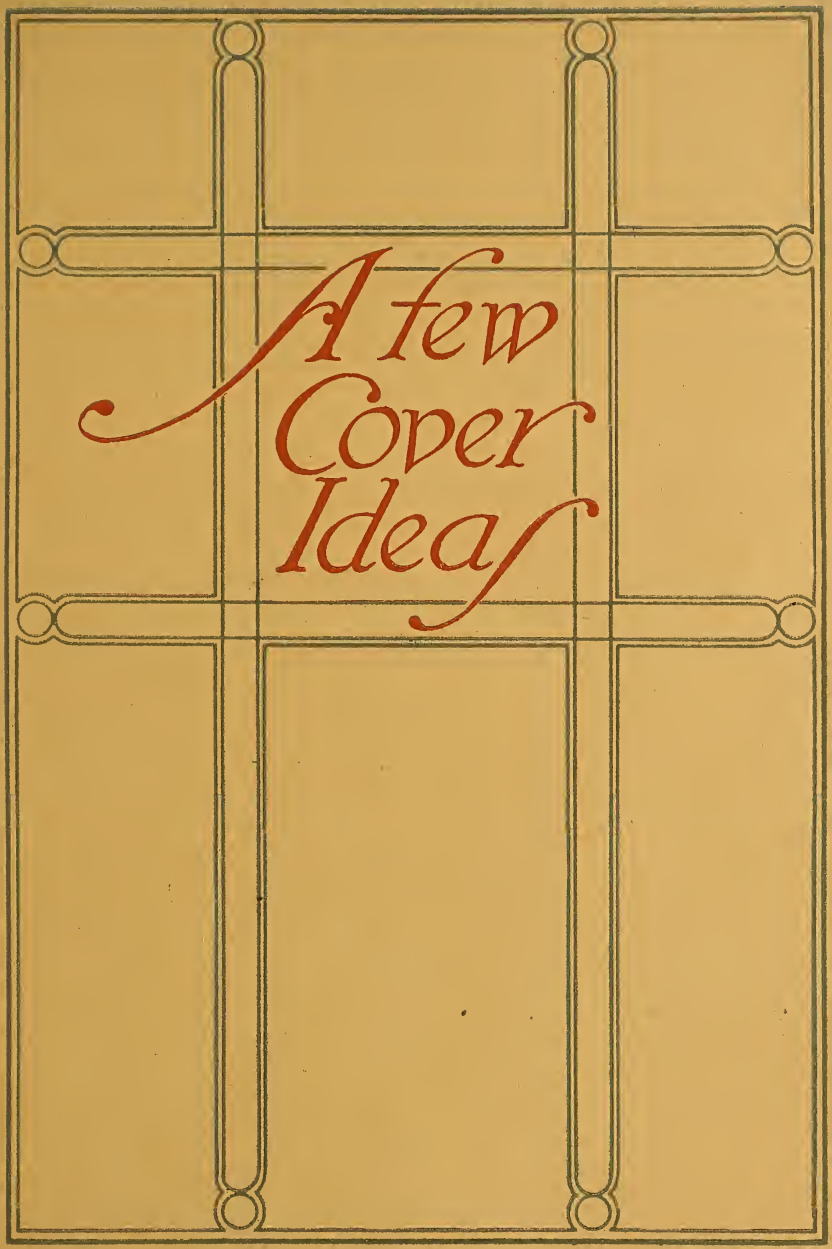
EXACTLY.

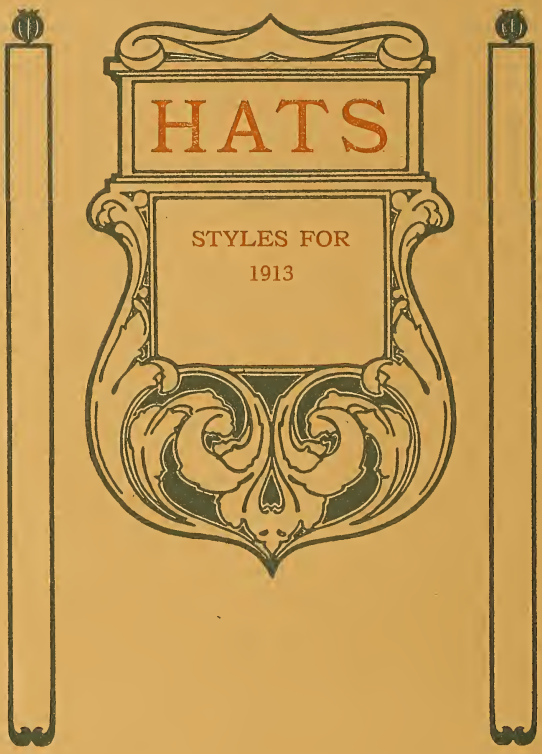
Hoax — "I thought you said he was a settlement worker."

Joax — "He is."

Hoax — "Why, he tells me he's a bill collector."

Joax — "Well?" — *Philadelphia Record.*


A few
Cover
Ideas

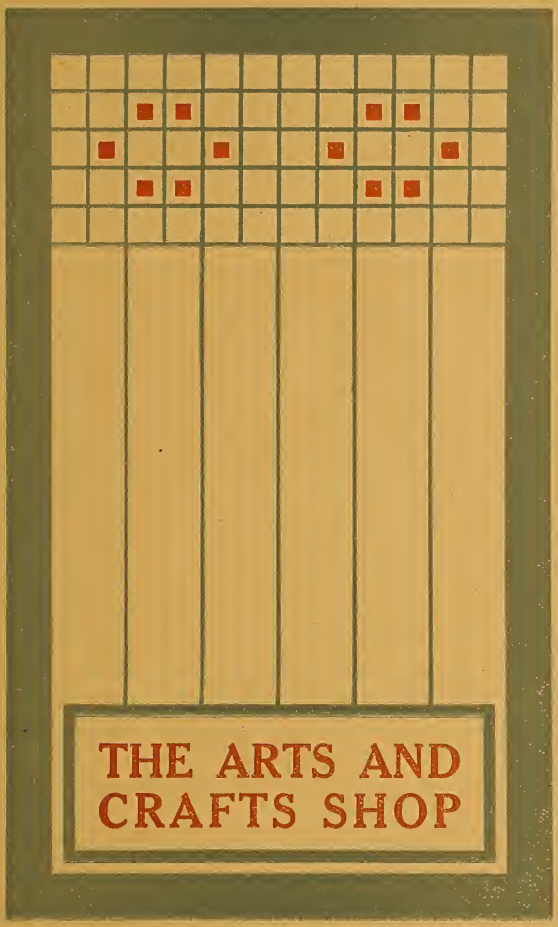


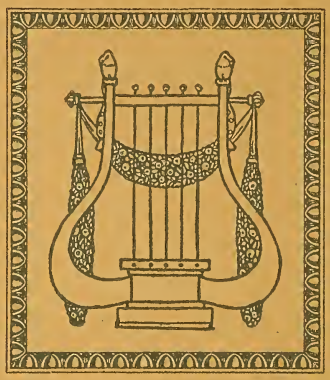
JOHN WILLIAMSON CO.
JOLIET, ILL.

A Booklet Telling of The First Trust and Title Co. of Sanly, Connecticut

STANTON CLOTHES




THE ARTS AND
CRAFTS SHOP

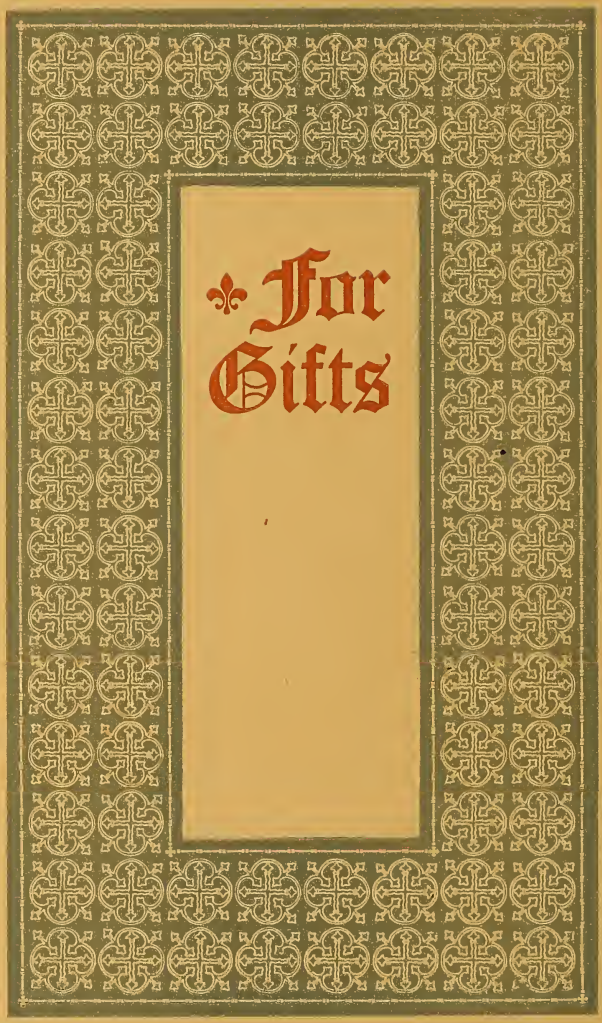


Hahrnell

Musical Instruments

MICHELSON CONVEYING MACHINERY

MICHELSON & SMITH COMPANY
CINCINNATI, OHIO



The heavy border around this page was formed by setting up an ordinary border-design and having a reverse etching made.

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Henry Nidermaier.

For one month Henry Nidermaier had been feeding press, sweeping the floors, running errands and doing the other duties usually assigned to the beginner in the office of the Tazewell Printing Company, of Tazewell, Virginia.

Then he asked for a raise. He thought that $3 a month, together with board and room, was insufficient, considering the amount of effort that he was putting forth.

Naturally his request was refused. Apprentices seldom get a raise at the end of the first month of their apprenticeship.

"Well," said the proprietor, "I suppose you'll quit now."

"No, sir," replied young Nidermaier. "I want to learn the printing business, and am going to learn it, raise or no raise."

And right there he made good with the boss. After that it was not necessary for him to ask for increases in salary—they came unsolicited.

He worked hard, too. After being in the shop from eight to twelve hours he had extra work to do in the evening—feeding chickens, feeding and cleaning the horse, carrying in coal and kindling, etc. Occasionally he was given opportunity to set type, at which he displayed so much aptitude that in the third year of his apprenticeship he was receiving the regular scale of $10 a week. When he had spent six years with the Tazewell Printing Company he left, and after a course of bumps and knocks throughout the South finally landed in Cleveland. Here he came into contact with a new class of printing—the tariff—his first page of which, when returned from the proofroom, "resembled a Balkan war map."

Some time during the fall of 1908 there appeared at The Inland Printer Technical School one who looked more like the advance agent of prosperity than a student of job composition. Not that the job printer as a rule fails to present an appearance in conformity to his position as a craftsman, but this student went the most fastidious one better. As a result of his manner and appearance, the student had been in the school less than forty-eight hours before he was dubbed "The Duke"—and as "The Duke" Nidermaier has been known since that time.



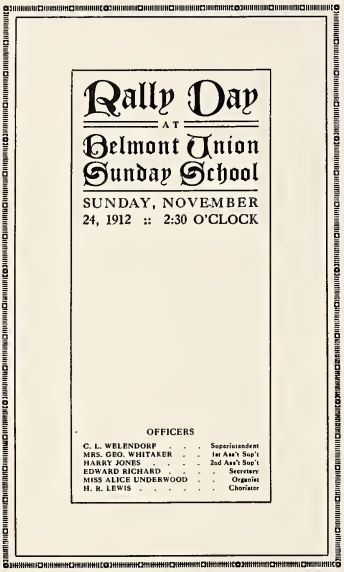
HENRY NIDERMAIER.

His sojourn at the school was not as is the ordinary relationship between the student and the instruction department. Rather was it an interchange of ideas—for "The Duke" is another proof of the statement that the more a man knows the more he wants to know and the more susceptible he is to new influences. The broader a man's mental horizon becomes, the smaller, relatively, are the things which he already knows.

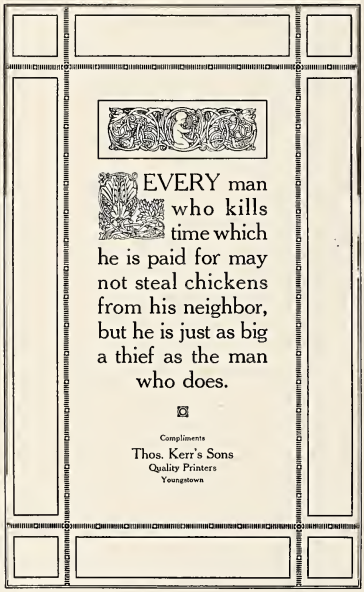
The fact that a compositor puts himself in the position of a student is in itself an indication of the fact that his horizon is sufficiently broad to enable him to see possibilities beyond his present standing. It is not so difficult, in these days of established educational methods in the printing field, for a man to bring himself to the position of a student. In the vernacular, "everybody's doing it." But in 1908 it did require some little nerve for a printer to declare that he was "going to school to finish learning his trade."

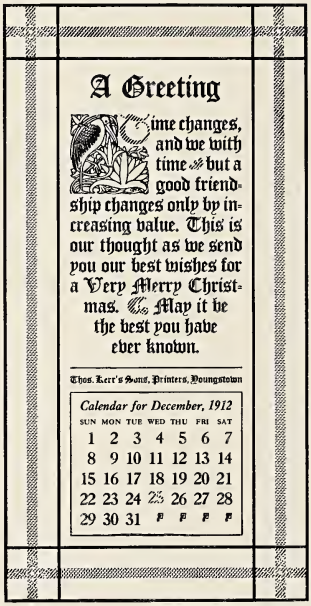
As might be expected, Nidermaier made good from the start. Whatever there was in the course of instruction that he was not already familiar with he readily grasped and applied to his work. Clever in conception, and with an unusual ability to quickly put his ideas into printable shape, he fairly "ate up" the work.

After leaving the school he returned to Cleveland, where he worked for several different firms, changing from one place to the other as opportunities for learning new things



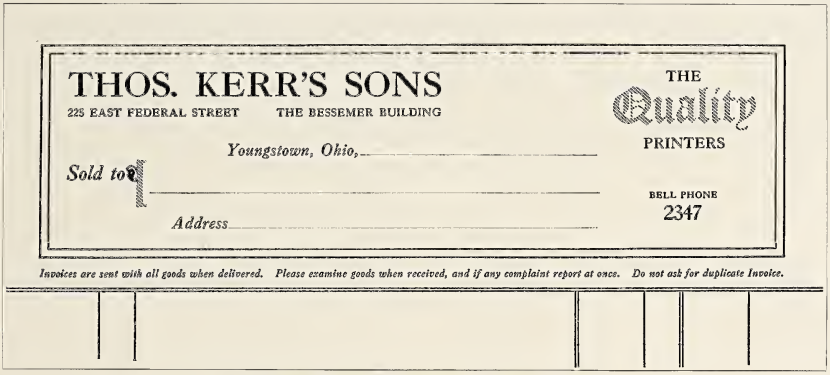






A FEW OF NIDERMAIER'S ATTRACTIVE DESIGNS.

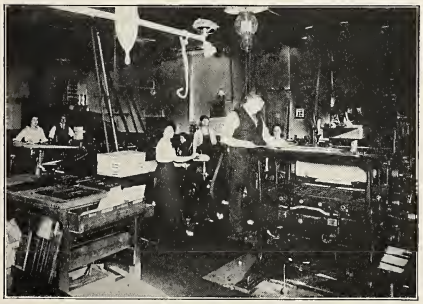
presented themselves—always seeking to improve his work. In 1910 he went to Youngstown, Ohio, and entered the employ of Thomas Kerr's Sons, where he is at present.



An interesting bill-head arrangement. Original in colors.

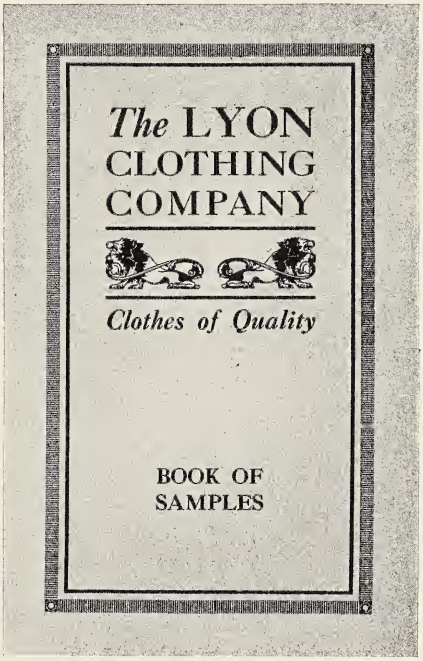
The office is of medium size and well equipped, everything being kept in the best of condition.





Views in the plant of Thos. Kerr's Sons, where Nidermaier is employed.

Nidermaier's hobby is good printing — printing that will cause people to sit up and take notice. He strives for the best, keeping in mind at all times the fundamental principles underlying good typography, as well as the cost of production. And it is in this that his ability best manifests itself — it is in this that he is the exceptionally valuable man. Some printers there are who can get up the most attractive designs if given ample time and not restricted by time-ticket conditions. There are others who can pile up an enormous quantity of mediocre work. Nidermaier is a combination of the two — the successful



One of Nidermaier's striking cover-designs.

printer who produces an enormous quantity of work of quality.

Nidermaier is one of Youngstown's solid citizens. He is a property-owner, is married and has a daughter fourteen months old.

Those who have kept in touch with the department of criticism in THE INLAND PRINTER can not but be familiar with Nidermaier's work. He has been a consistent contributor to that department, and his specimens usually include one or two examples which are reproduced.

Realizing the possibilities for the printer along the line of lettering, Nidermaier took up that study in connection with his work in the Inland Printer Technical School and



An interesting blotter arrangement.

has followed it steadily. He has been unusually successful with the study of lettering, and a considerable number of his designs have appeared in THE INLAND PRINTER.

All this work and study has not been without its financial returns, in addition to the satisfaction which comes from doing good printing. Nidermaier is not only situated in pleasant surroundings in the plant of Thomas Kerr's Sons, but his work is appreciated and valued in its proper light, and his financial returns are in keeping with his exceptional ability.

COST AND ACCOUNTING SYSTEMS FOR SMALL OFFICES.

The Cost Commission of the Ben Franklin Club of America has just issued a twenty-four-page booklet describing a cost and accounting system which has been devised for plants not operating cylinder presses. This booklet will be sent free of cost to all applicants. In addition the officers of the organization will give every aid possible in advice by mail on any points not thoroughly understood as explained in the treatise.

The typography of the booklet is commendable. The text is in twelve-point and is illustrated with reproductions of the blanks used in the system. Clear and full instructions are given as to the use of each blank, the blanks being filled in from actual records. While no radical changes have been made in the uniform cost-finding system, several important improvements are introduced showing that the club is alive to the needs of the platen-press printer. The job-ticket is very plain and complete, with no unnecessary operations. The daily ticket is a universal blank for use in any of the four departments generally to be found in a small shop — namely, office, composing-room, job pressroom and bindery. One particular feature is that an employee may work on the same job several times during the forenoon or afternoon, and it is unnecessary to enter the name or job on the ticket more than once during this time so long as he is doing the same kind of work. The division of time in the form is made into tenths of an hour, and a paper dial has been designed to paste in the center of an ordinary clock. The fact that this clock is designed on the basis of tenths of an hour or units of six minutes simplifies the accounting and lessens considerably the work of adding up time on the work-tickets. The hour-hand shows the hour and the minute-hand the tenths.

The other blanks consist of a job record, a pay-roll sheet, a record sheet of chargeable and nonchargeable time, so it can readily be seen that the printer can not claim that he is overburdened with forms to fill out. On each etching of the various blanks there is a complete record of a job which has been followed through a shop. The various operations can be readily examined, and with very little trouble a beginner can grasp the full significance of the methods.

A most commendable feature of the treatise, which is sure to be appreciated by the many small printers of the country, is the accounting system which goes with the cost methods. The blanks provided consist of a distribution record, a cash-book, ledger, journal and an individual as well as a monthly record of sales. Concise and to the point are illustrated a whole month's business which any one can follow.

Congratulations to the Ben Franklin Club of America! In this enterprise it has begun a work that should bring splendid results for the betterment of printers as a whole, and which will redound greatly to the credit of the organization.

Secretary Henry Allen reports that the Cost Commission is hard at work on an improved system for the larger shops, and before the new year has advanced very far he hopes it will be ready for distribution.

The headquarters of the Ben Franklin Club of America — 1110 Harris Trust building, Chicago — are now a scene of activity in distributing copies of the treatise and sample blanks of the system for small shops. As stated at the outset, they are free for the asking, and we would urge our readers who are interested in system work to write for the treatise and systems, which are sure to become popular because of their simplicity and efficacy.

The members of the Ben Franklin Cost Commission, who deserve the hearty thanks of their fellow craftsmen for this latest achievement in the interests of printerdom, are as follows: R. F. Welsh (chairman), Chicago; Earl R. Britt, St. Louis; Ben F. Corday, Cleveland; C. Lee Downey, Cincinnati; H. Livingston, Winona, Minn.; J. S. McMillan, Monroe, Mich.; Eugene C. Smith, Aurora, Ill.; Ford Wallick, Peru, Ind.; and W. J. Weiss, Wichita, Kan.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

HIS CHANCE.

"Yes, my memory is getting very bad. By this time to-morrow I shall have forgotten everything I have done to-day."

"H'm! Could you oblige me with the loan of a fiver, old chap?" — *Tit-Bits.*

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

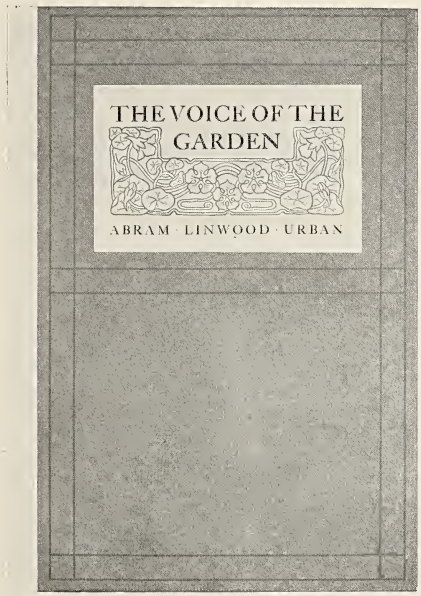
J. D. BURTON, El Dorado, Kansas.— The invitation and menu is very clever in conception, and well printed.

A CALENDAR from the Diamond Press, Maryborough, Queensland, Australia, is a striking design in black and red.

A MOTTO-CARD from William Edwin Rudge, New York, is attractively printed in green, violet and gray on gray stock.

FROM J. Miles & Co., Ltd., London, England, we have received a copy of a large poster, handsomely lithographed in colors.

FROM W. Arthur Cole, Philadelphia, has come some of the most attractive examples of printing for the past month. Perhaps the most striking example is a copy of a book entitled "The Voice of the Garden," published in a limited edition. It is composed throughout in Caslon old-style type, printed in red-brown and black on india-tint stock and artistically bound in boards. We show herewith a reproduction of the cover. Mr. Cole has charge of the typographical designing for the William F. Fell Company, Philadelphia.



Cover of a handsome limited edition by the William F. Fell Company, Philadelphia. Designed by W. Arthur Cole.

A PACKAGE of commercial specimens from the *Idaho County Free Press*, Grangeville, Idaho, shows some excellent designs in black and colors. A bill-head in orange and black, on brown stock, is an especially pleasing piece of work.

L. H. DINSCH, New Hampton, Iowa.— The blotter is quite satisfactory, although there are too many different type-faces in its design.

J. R. MAHON, Davenport, Iowa.— The blotter is especially neat and attractive in design, and either of the color combinations is pleasing.

THE CLOVER PRESS, New York.— The leaflet "Leaves of Clover" is a most pleasing piece of work and calls for no criticism whatever.

AN announcement by the Walkenhorst & Park Printing Company, Kansas City, Missouri, is very attractive in black and colors on white stock.

T. A. KAUKOL, Chicago.— The bill-head would be more pleasing if the addresses were put in a smaller size of type. Otherwise it is very satisfactory.

E. ATMAN MARTIN, Columbia, South Carolina.— We have no criticism to offer regarding the manner in which you have handled the card. It is very satisfactory.

COMMERCIAL specimens from C. W. Harmony, Sapulpa, Oklahoma, are neat and tasty in design and in keeping with the high standard of his previous work.

COMMERCIAL specimens from the Thomson Printing Company, Philadelphia, Pennsylvania, are nicely gotten up, the color combinations being especially pleasing

AMONG the advocates of plain type-faces and simple typographical treatment is Ralph J. McAnally, of Omaha, Nebraska. Mr. McAnally's work, as shown in the various packages of specimens which have reached this department, is characterized by a careful attention to details and is uniformly good. We show herewith a reproduction of a small package label, the original of which, with the rules in red and type in black, is very pleasing.

From
RALPH J. McANALLY
Typographer
With THE BEACON PRESS
OMAHA, NEB.

Interesting package label by R. J. McAnally, Omaha, Nebraska.

A. M. CARNEIRO, Havana, Cuba.— The magazines are well designed and excellently printed. We would especially compliment you upon the interesting cover-designs.

FROM the Troy Times Art Press, Troy, New York, we have received a portfolio of letter-head designs, all of them being excellent examples of high-grade steel-die stamping.

R. RILIE MORGAN, Great Falls, Montana.— Our only criticism in regard to the card specimens is that in some cases you have failed to preserve a harmony of tone between type-faces and the rules underneath them. This is particularly noticeable on the ticket for the

Lutheran Lawn Social, where a slightly heavier rule underneath the top line would have been more satisfactory.

A CARD issued by the Greene Printing Company, of Milwaukee, for distribution at the Thanksgiving season is attractively designed and printed in brown, green and gold.

ARTHUR E. DONAHUE, Tweed, Ontario.— The cover-page is well arranged, but very poorly printed. The stock is too rough for the delicate type-face which you have used.

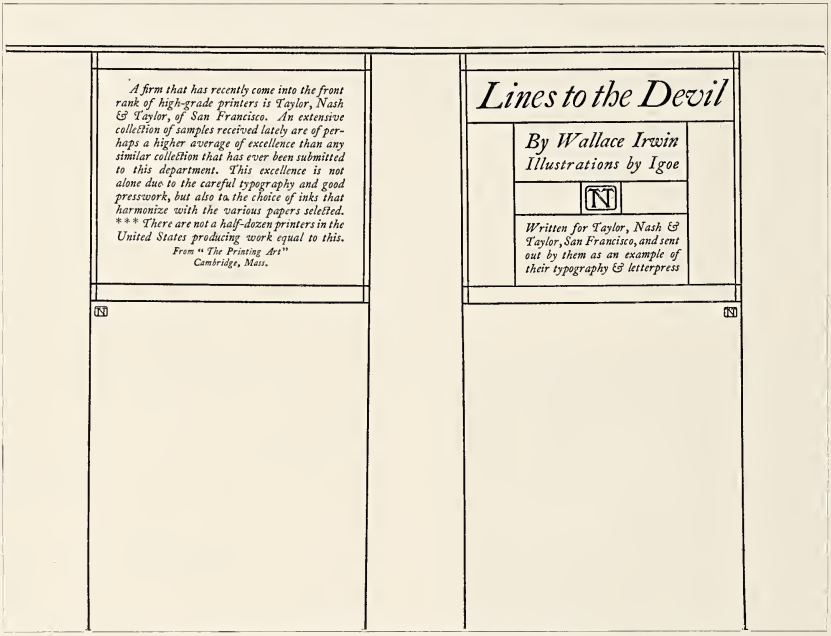
THE E. O. Painter Printing Company, De Land, Florida, is issuing a house organ in the shape of a small newspaper. It is called *The Printer*, and is attractively gotten out in colors.

the line, and a letter of the same series as that used for the firm name would have been more satisfactory. The other specimens are quite satisfactory.

J. C. BOURLAND PRINTING COMPANY.— The letter-head is too "fussy." There are too many type-faces, and the text is scattered around too much. A more simple design would be more effective.

BROWN & PHELPS, linotypers, of Minneapolis, Minnesota, have issued an attractive catalogue of the linotype faces which they carry. The catalogue is printed in two colors and is nicely gotten up.

TAYLOR, NASH & TAYLOR, of San Francisco, have recently sent out, as an example of their typography and letterpress, an edition of



Two pages of an attractive booklet by Taylor, Nash & Taylor, San Francisco, California.

R. H. OWEN, Kansas City, Missouri.— The annual report is a very creditable piece of work, both as to composition and presswork. The tabular matter is especially well handled.

H. J. KINGSBURY, Twin Falls, Idaho.— Both the letter-head and the booklet are well gotten up, the letter-head being especially effective. The embossing has been very nicely done.

AN attractive circular, printed in gray and gold on gray stock, announces the removal of the Chicago office of Charles Hellmuth to new quarters in the Rand-McNally building.

HUGO E. NIEHUS, Dayton, Ohio.— With the exception of one or two specimens, which are crowded with rather large type, the work is all excellent and offers no opportunity for criticism.

JOHN A. KANE, Clinton, South Carolina.— The portfolio of advertising designs is excellently arranged and the advertisements themselves are well handled. We have no criticism to offer.

AMONG the good things in a package from Eric Peterson, Fort Wayne, Indiana, is a motto-card in green and orange on brown stock. It is well arranged, and the colors are pleasing.

A DANCE program gotten out by J. L. Bartlett, of Salt Lake City, for the annual ball of the allied printing trades, is die cut in the shape of the union label, the design being embossed in gold.

CHARLES STRIEGEL, Philadelphia, Pennsylvania.— The inserts are both good, although we would prefer to see the rules run around the pages instead of being placed as spots in the margins.

H. E. SEITZLER, Columbia, Mississippi.— The initial letter which you have used on the heading does not at all harmonize with the balance of "Lines to the Devil," by Wallace Irwin. Printed in black and orange on Italian hand-made paper, with cover to match, and from designs in rulework characteristic of the typography of Mr. Nash, the result is unusually pleasing. We show herewith a reproduction which will convey some idea of the manner in which the work has been handled.

FROM Poeschel & Trepte, Leipsic, Germany, we have received a portfolio of samples of commercial printing. They are handsome in design and color, the treatments being unusual and very pleasing.

ROBERT L. BARNES, St. Louis, Missouri.— The cards are very striking, and we find nothing to criticize in regard to their arrangement. The green is a trifle bright, and we would suggest a darker shade.

THE Joseph Betz Printing Company, of East Liverpool, Ohio, announces a line of Christmas and New Year greetings, and has sent specimens to this department. They are nicely printed in gold and colors.

A BOOKLET issued by the Starling Company, printers, Philadelphia, to further the interests of its business, is attractively gotten up in red and black on white antique stock, the work being uniformly excellent throughout.

COMMERCIAL specimens from T. W. Lee, Fargo, North Dakota, show an unusual care in type selection and arrangement, as well as a painstaking regard for the proper use of colors. The work is excellent throughout.

FROM Louis L. Lehr, Pittsburg, Kansas, we have received a copy of a booklet entitled "Bank Advertising in Black and White," issued by the Bankers Advertising Service of Pittsburg, and containing examples of

newspaper advertisements appropriate for the use of banks. Both text and designs are interesting and well handled.

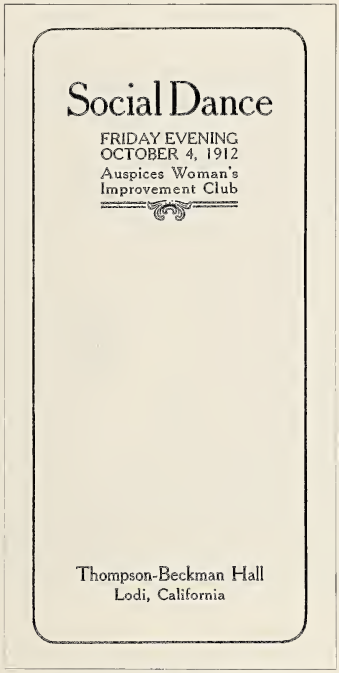
THEODORE MOORE, Lodi, California.—All of the specimens are neat and dainty in their treatment, and none of them call for criticism. We reproduce the title-page of the dance program.

A PACKAGE of commercial printing from Peder I. Jenseth, Chehalis, Washington, contains high-grade specimens in various colors. The composition is excellent, the colors are well chosen, and the presswork all that one could wish.

A. GUSTAFSON, JR., Oakland, California.— The specimens are all excellent, and we have no criticism to offer as to the manner in which they have been handled. We would especially compliment you upon the neatness of the designs.

A PACKAGE of folders and booklets issued by the S. D. Warren Company, Boston, Massachusetts, and printed on cameo-plate paper, shows excellent designs in black and colors. The platemaking and presswork are especially commendable.

T. EDWARD CONLEY, Lewiston, Maine.— Both of the advertisements are well designed, although in the large one the rules used for dividing the advertisement into panels are much too heavy — they detract from the advertising value of the type.



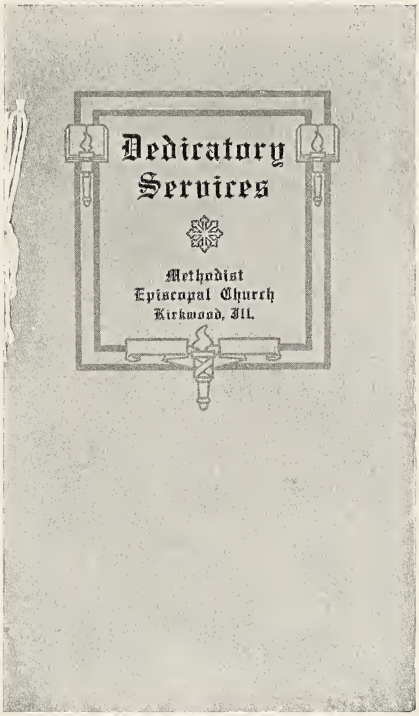
A pleasing title-page by Theodore Moore, Lodi, California.

THE products of the Stuff Printing Concern, Seattle, Washington, is invariably snappy and up to date. Not only are the designs and presswork of a high order, but the advertising literature shows an originality of conception which places it among the very best.

V. J. BOLDERHAUSEN, Conneaut, Ohio.— Your specimens are very satisfactory indeed — in fact, they offer no opportunity for criticism. The manner in which you have arranged the type-designs, together with your careful selection of colors, results in exceptionally pleasing effects.

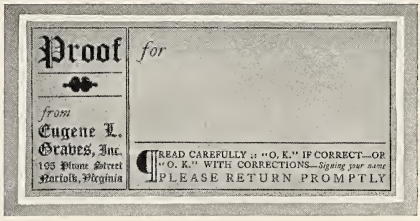
FROM the Oulla Printing & Binding Company, Anderson, South Carolina, we have received a copy of a booklet gotten out to further the interests of that concern. It is a comprehensive work, fully illustrated with excellent views of the plant, and containing examples of various classes of work.

FROM the Wagoner Printing Company, Galesburg, Illinois, we have received a copy of a handsome church dedication program, and show herewith a reproduction of the cover. The original is printed in dark brown and light brown on brown stock, and is very effective.



Interesting program cover by the Wagoner Printing Company, Galesburg, Illinois.

A PACKAGE of commercial printing from Howard Van Scriver, Norfolk, Virginia, contains designs which are uniformly excellent, all of them being most carefully handled. One of the most interesting is a



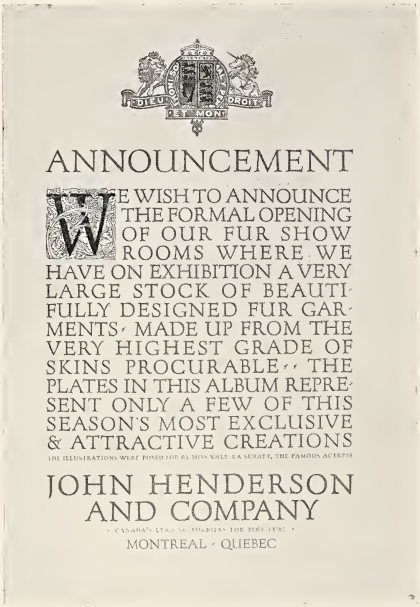
A decorative package label by Howard Van Scriver, Norfolk, Virginia.

package label, printed in gray-green, orange and black, a reproduction of which we show herewith.

LOUIS A. LEPIS, Jersey City, New Jersey.— The stationery is very attractively gotten up, both as to arrangement and colors, and should prove beneficial from the standpoint of publicity. A little letter-spacing

of the last word in the firm name is desirable in this instance, the particular combination of letters in the first word making the spacing appear rather open.

From C. C. Ronalds, manager of the Herald Press, Montreal, Canada, we have received examples of high-class catalogue printing. The work, both in conception and execution, is of the highest order and



A pleasing title-page by the Herald Press, Montreal.

reflects great credit upon Mr. Ronalds and his company. We show reproductions of a title-page and a cover-page. The original of the former is in gray and yellow-orange on parchment, while the cover is in four colors and gold on white stock.

Commercial Print Shop, Saint Maries, Idaho.— The specimens are very satisfactory, although the letter-head for the lumber company is rather bold. This design, with its large sizes of type, would be more



A new business card by Stutes.

pleasing in a softer color of ink and on tinted stock than it is in black ink on white stock.

One frequently associates a linotyping company with the less-artistic class of printed matter, and at times observes a concern whose commercial stationery bears out that idea. Not so, however, is the Dayton Linotyping Company, of Dayton, Ohio. Every particle of its commercial printing, from letter-heads to shipping-tags, is gotten up in an artistic and attractive manner.

A new business-card by Stutes, of Spokane, is attractive in design and pleasingly printed in colors. We show herewith a reproduction.

Out in Idaho Falls, Idaho, George M. Scott is producing printing of quality. The specimens of his work which we receive from time to time show a careful appreciation of what constitutes good, serviceable printing, with the proper touch of the artistic. In his latest work a menu in colors is especially noticeable.

The Miami Union Publication Company, Troy, Ohio.— The manner in which you have used the etching of the front page of your paper on the envelopes and letter-heads is interesting, and it should attract favorable attention. The hand-drawn letter-head is especially striking, although perhaps a trifle strong in tone.

Val Woff, Melbourne, Australia.— The main line on the card for the hotel shows too much space between words. We would also suggest the omission of punctuation-marks from the ends of display lines. The letter-head is quite pleasing, although the rules at either end of the top line are unnecessary and do not add anything to the appearance of the work.

E. C. Sterry, Kamloops, British Columbia.— We would suggest that when you use rules for underscoring type lines, as you have done in many of the advertisements, care be taken that the rules are of such weight or color as will harmonize with the type beneath which they



Striking cover-design by the Herald Press, Montreal.

are used. Your advertisements, as a whole, are well handled, as are the commercial specimens, and the avoiding of too many type-faces in a single job does much to improve their appearance.

W. E. Hurlston, Sydney, New South Wales.—Although the letter-head is very satisfactory when printed in one color, the addition of the orange serves to brighten it up without detracting from the design. In your other work we note a lack of care in regard to details — the wide spacing of condensed letters, the use of rules for underscoring which do not harmonize in tone with the type, and the mixing up of several different styles of letter in one job being noticeable in some of the specimens.

Simpson & Morehead, Mechanicsville, New York.—The cover of the booklet would have been much more satisfactory if you had run the border entirely around the page, instead of only partly around. Then, too, the border should have been printed in a brighter color, for the two colors as now used do not furnish a sufficient contrast to warrant a second printing. The spacing between words in the text pages is very uneven, and we would suggest more care in this particular. A small, straight dash would have been preferable under the word "Announce-

ment," and the headings should have been in a slightly heavier type. Where the amount of matter on the pages varies greatly, a border around the pages serves to hold the matter together more satisfactorily.

We show herewith a reproduction of the cover of a booklet received from Georges Benoit-Levy, of Paris, France. The treatment of the cover is very pleasing, and is quite apart from the ordinary methods of handling work of this character.



An interesting page from Georges Benoit-Levy, of Paris, France.

Clyde Lester Connell, St. Louis, Missouri.— While your work is, in general, quite satisfactory, we would call your attention to one or two points regarding its appearance. We would suggest that you use a trifle more contrast in type sizes. Some of the specimens show too many lines of approximately the same strength. Select two or three of the important items for display, and then subordinate the balance of the job. We also note a tendency to place too much space between words, thus dividing up the lines into separate spots.

We are in receipt of a handsome booklet issued by Irwin N. Megargee & Co., of Philadelphia, to give publicity to their line of Craftsman papers. They comprise cover papers, book papers, antique and coated, and bond papers — a complete line. The booklet itself is cleverly gotten up, the nature of its design suggesting the Craftsman characteristics.

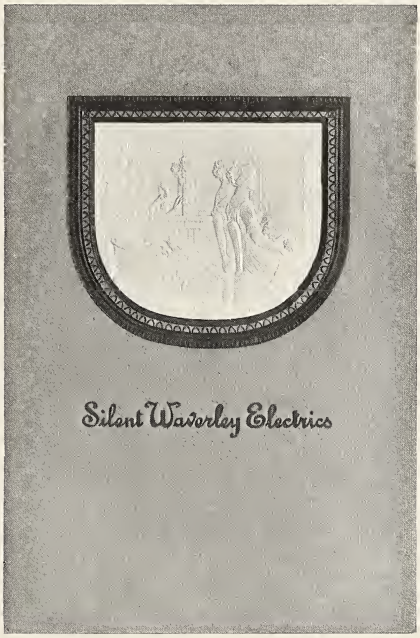
We have received from the Munder-Thomsen Company, of Baltimore, a copy of the initial number of *National Waterways*, published by the National Rivers and Harbors Congress, and would congratulate the Munder-Thomsen people upon the excellence of the work shown therein. The half-tones, of which there are a large number, are of a high grade and are well printed, and the typography is of the very best.

A booklet recently issued by the Western Pennsylvania Paper Company, of Pittsburgh, to further the interests of its bond papers, is exceptionally striking. The cover is of dark-red stock, on which is embossed in white the statement that "Half the game is in *looking* the part." The inner pages are devoted to the argument that a business firm can best "look the part" through the excellence of its stationery.

Each year the Interstate Editorial Association, with headquarters at Greensburg, Kansas, conducts a printing contest and awards a silver loving-cup to the person winning the most points. The entries consist of job composition and newspaper work, both advertisements and make-up. At the last two meetings the cup has been awarded to J. B. Miller, of Bucklin, Kansas, and he sends to this department the prize-winning specimens with the request that we "take a shot" at them. They are well handled throughout and offer little opportunity for criticism, although careless spacing is noticeable in one or two instances, especially in the first line of an envelope for the Bucklin Light & Power Company.

Clyde A. Meacham, Ontario, California.— Your specimens are, in general, well handled, although the combination of type-faces on the cover of the by-laws for Orient Lodge is not as pleasing as it might be. It is well, in the interests of shape harmony, to avoid the use of extended and condensed type in the same piece of work. We would also suggest that the wide spacing of condensed type is undesirable. To set a line in a condensed letter and then place an excessive amount of space between words in order to fill out a certain measure is hardly to be justified.

Herewith we show a reproduction of the cover of the latest catalogue of the Waverley Company, Indianapolis, Indiana. This catalogue is one of the most elaborate and striking pieces of work that we have seen in some time. As will be noted, the cover is a cut-out design, the illustration in the center of the panel being heavily embossed on white stock, with the cover itself of a gray stock with the border embossed in dark gray. The inner pages are no less sumptuous, containing illustrations in full color as well as decorations in flat tints. Throughout the pages are placed calendars of the different months for the coming year. The work bears the imprint of the Hollenbeck Press, of Indianapolis, and it is a creation of which that concern may well be proud.



Cover of a handsome catalogue issued by the Waverley Company, Indianapolis. It bears the imprint of the Hollenbeck Press.

TIME ENOUGH.

Voice (over 'phone) — "Oh, doctor, our baby has swallowed a coffee-spoon. Come quickly."

M. D.— "Don't worry. He will live until I get there." — *Life*.

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Gas Burner.

J. G. D., an operator in an Iowa city, writes: "My metal-pot is very slow heating up in the morning, and I have an idea the packing is not very good around the crucible."

Answer.— If you are using artificial gas, it should take about one and one-half hours to have the metal melted sufficiently to use. If you find it takes more time, examine the burners and see that each one gives a blue flame. If you find the flame is partly white or yellow, you should remove the burners and clean them, and see that the flame is full and of a bluish color. We do not believe that the packing of the pot has anything to do with the trouble.

Bad Slugs.

A California operator writes: "I am enclosing a slug from a No. 5 machine, universal mold. I have a great deal of trouble with the metal, seemingly either too hot or cold, and with the twenty-em measure it seems impossible to get a solid slug. I have tested the lock-up for mouthpiece trouble by using red lead on back of mold, and found several high places which I dressed down with a file. This seemed to remedy the trouble in the thirteen-em slug, but not on the wide measures, and even in all sizes there is trouble. Can you tell me how to test for an imperfect lock-up caused otherwise than by the mouthpiece?"

Answer.— Your trouble will disappear when you put in a new plunger and clean out the cross-vents in the mouthpiece with a pointed instrument. These vents should be cleaned daily. It may be possible that a slight alteration of the gas governor will be necessary.

Slugs Stick in Mold.

A Wisconsin operator writes: "I am enclosing a five-point slug which gives considerable bother from sticking in the mold and will consider it a great favor if you can give me any information on the subject. We use five, five and one-half, and seven point on the same machine, and both the five and seven point give the same trouble. The ejector blade and mold appear all right, but evidently there is something the matter that we have overlooked."

Answer.— The trouble with slugs sticking in your mold is no doubt due to the imperfect job of grinding done on the cap of the mold. This will have to be reground or should be lapped to remove the ridges. In regrinding, it might be an advantage to have the wheel run parallel with the grooves; then if it is a trifle rough it will not interfere with the ejecting of the slug. We suggest that you send the mold to the Mergenthaler Company at Chicago and have it finished properly. You can minimize the trouble by setting the left knife so as to take off a trifle less. This will reduce the resistance offered. Another means of making the slug eject easier will be to make the base perfectly solid. To do this, clean the plunger daily and also keep the cross-vents open in the mouthpiece. It may even be necessary to deepen these vents to insure a perfect discharge of air from the mold. You might try polishing the inside of the mold with crocus powder and then with graphite. This is a temporary remedy only.

Matrix Ears Bruised.

An eastern operator writes: "Enclosed find matrix. Kindly inform me the cause of the burr and wear on the front lower ear of matrix, if from use or abuse? I fail to locate this trouble. Upper assembler glass is of glass; lower or small assembler glass is of fiber. The matrix is new and in use about a week or so. Other matrices of longer use are in worse condition. Model 5."

Answer.— The matrix shows hard usage, considering the length of time in service. We are unable to tell you just what gives the bruises to the ears. It may be possible that the ears are striking the rails in the line-intermediate channel, as the line transfers from the assembling elevator to the first elevator. We do not think that the fiber piece has anything to do with the bruising of the matrices, as the back ears show the same kind of damage as the front ones. A close examination of the matrices as they assemble may reveal the point of impact that causes these bruises. Scrutinize the right side of the assembling elevator and note the places of contact. Possibly you can determine the cause of the trouble.

Natural-Gas Governor.

A Canadian operator who recently took a course of instruction in the Inland Printer Technical School writes: "(1) I have had a great deal of trouble with the gas. They use natural gas, and I am told that at times there is a lot of air in with it. The metal will be all right for a day or more, and suddenly it will get cold or hot, so that I have to keep changing the pressure all the time. (2) Another trouble I have had lately is when I send in a line to be cast. If the line is full or nearly so, there will be no trouble; but if it is the least bit loose there is a loud jar in the vise, and connecting rod on the vise-jaw closing-screw jerks. I suppose it is some simple thing that I have overlooked, but so far I am beaten. I would be glad if you could suggest a remedy. Have been here two months and I have succeeded in getting the paper out on time, thanks to your instructions, and if I could remember all the things told me at the school I would have no trouble in keeping the machine going."

Answer.—(1) You should have a natural-gas-pressure governor (F 1000), for which see illustrated catalogue of linotype parts. With this governor attached and set correctly it should eliminate variations in pressure. (2) In regard to the peculiar action of the vise-jaw screw link,

you should remove the stick from the vise frame, send in a line that causes the irregular movement, and watch it act. Remove pin in plunger and lock spaceband-shifter and continue your observations until the cause is determined. Examine link and roller on second-justification lever, for sometimes a broken link or a flat roller will cause just such trouble.

Distributor Box.

A St. Louis operator writes: "Am enclosing a couple of matrices which are being damaged by the distributor screws, the upper ears being 'ground.' The adjustments appear all O. K. and am at the end of my knowledge on the subject. Had formed a theory that the distributor-screw cam was worn, causing the lift to operate out of time, but it is only a theory and did not want to make any changes without more competent advice. Will appreciate it very much if you can suggest a remedy."

Answer.— Your theory of a worn cam may be correct. Still, there are two other likely causes. The first is rather rare; the second is quite common, due to the improper method of removing the distributor box. If the box is to be removed, the screw must be turned in *full* distance before the box is withdrawn, otherwise the front rail is deflected toward the back one and as a consequence it causes matrices to bind, and this condition eventually results in the cutting of the ears. Remove the box and place a matrix on the rail and note if it has sufficient play. To test for the other cause raise the back distributor screw and place a matrix ear in the distributor box and work it forward till it rests on the highest point on the rails, and note if there is a clearance between the top of the matrix ears and the brass strip in the distributor bar.

[A later communication is as follows: "Thank you for your prompt, and, as usual, correct information. The trouble was the last mentioned — the deflection of the front distributor rail — and I finally succeeded in reshaping same, so the trouble is corrected."]

How to Replace a Mouthpiece.

An operator writes: "They have been running the machine here with no fire under the mouthpiece, and in order to get a slug they filed great furrows in the vent places and practically ruined it. As soon as I turned the heat on the mouthpiece, at each casting the metal would ooze out in such quantities that I had metal all over the floor and behind the block, and everywhere I did not want it. In the meantime I filed the mouthpiece down quite a bit to ease up the deep vents and in a measure I have stopped the excess waste of metal, but I am not satisfied with the result. I am sending slug which shows poor vent service. I ordered a new mouthpiece and have it now. Please give instructions for applying."

Answer.—(1) Open vise and draw disk out full distance. (2) Mark crucible below the first hole on right end of the mouthpiece. (3) While the pot is hot, drive the mouthpiece toward the keyboard until it touches the mold-slide. This can be done to advantage by removing the plate that is just above the mold-disk. (4) When the mouthpiece is out, scrape the opening in the crucible so as to remove any scales of red lead or metal. The seat for the mouthpiece must be clean. (5) When the crucible is cold and the new mouthpiece is cleaned free from oil, you can then prepare a mixture of litharge and glycerin (five cents' worth of litharge from a druggist and enough glycerin to make a paste which will have the consistency of printing ink); mix a spoonful only. (6) Apply the mixture to the back of the mouthpiece in a thin coating. (7) Have a hammer handy and the wedge that locks the mouthpiece within reach. Take the mouthpiece and pass it into the seat in the crucible, being careful not to allow the back, which is coated, to touch the crucible, or it will scrape off the litharge. When you have passed it in far enough to line up the mark made with the chisel, press it upward into its seat. The wedge should be oiled and graphited and then driven in tightly. If the foregoing has been done correctly it will not leak. The next step is to test the lock-up between the pot and mold. Ink the back of the mold, lightly and evenly, with red ink, and allow the cams to revolve several times. Draw disk out and observe the appearance of the mouthpiece. It should have a fairly even coating of ink. If it does not, the pot legs may need adjusting or the mouthpiece may need filing. If possible allow the pot to stand over night without any heat being applied so the litharge will set. Bail out metal from pot until well is exposed about a half inch, then put in a teaspoonful of tallow and a like amount of graphite, and then the plunger. Fill the pot with metal and note the condition of slugs after a half-hour run.

Justification of Long Lines.

An operator in an Illinois city wrote as follows concerning trouble he was having: "In using longer measures than thirteen ems — say twenty-three ems ten-point — unless I fill up the line I get a 'squirt' on left end of the line. The spacebands come up sluggishly and when final justification takes place the line is not fully spread. I will tell you what I have done so far. Have seen to it that matrices are free to slide in first elevator; have increased tension of justification springs; have adjusted disk so that it has more than enough room when alignment takes place (this I will have to reset as it will probably give trouble on thirteen ems), thus preventing any probable binding; have tested bands to see that they are of equal width. I can not imagine what else can cause this trouble, except that possibly the pot might have to be moved backward on one side to give equal pressure, or a possible warped mold. However, the latter are mere theories. I had trouble of a similar kind before, but remedied same by giving matrices free play in jaws."

Answer.— It is likely that the first elevator does not descend low enough to allow the ears of the matrices to clear the aligning groove in the mold. Turn up a trifle on the back screw on the first elevator. After doing this pull pin out of pump-plunger and try several lines, watching the action of the line as it justifies to the left jaw on the first movement of spacebands. If the first movement to the left is obstructed, after turning the back screw in first elevator up a trifle, then you will have to test the alignment of the matrices in the mold-groove. Before this is done, however, you should see if there is any evidence of wear on the disk-bushings and the locking-studs. Wear on these parts may induce a trouble as you have described. To test, open vise-jaw to thirty ems. Suspend a matrix on each end of the first elevator jaws and allow the elevator to descend to the lowest point; then bring the mold-disk forward on the locking-studs. With one hand lift the elevator forcibly, and while it is held up take a pair of tweezers and grasp each matrix separately and note the tension of each. Both matrices should have a firm contact with the upper part of the mold groove. Should you find the right matrix loose while the one on the left is tight, it will suggest the necessity of raising the left locking-stud block. To do this, first scratch a mark on the top of the block to identify its position. Remove the square-headed screws. Remove the block and drive out the dowel pins and return

the block to place and then bring the square-headed screws to a bearing lightly. Get the disk on the studs again and make the test as before. To correct, you will have to drive up on the left locking-stud block until a test shows it to be correct. You should tighten it very firmly in place and make repeated tests with lines as first described. Then you will have to reset down stroke of the first elevator, if you have made a change as suggested in first paragraph. When you are assured that the stud block is in correct position, you will have to lower vise to second position and with a drill of proper diameter make two holes through block



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

into vise frame for the block dowels, ream the holes and then drive home the pins. The pot should not be touched, as it probably has nothing to do with the trouble. Examine the elevator jaw and see if any bruises or bends are present; also examine mold groove.

[A later letter from the same correspondent says: "In regard to trouble, am glad to say that your first suggestion was carried out, and presto, it was done! I raised the screw a trifle and tested on twenty-six and one-half ems. The bands shot up freely on first justification and the line justified perfectly. Since then I have not had any more trouble and can send in a line reasonably loose without fear of metal shooting all over matrices and trying to hit the ceiling. Candidly, I don't believe I ever would have thought of that remedy, and I duly appreciate your help. To use the words of the street, 'you are there.'"]

Worn Locking-studs.

An Australian operator writes: "I desire to ask a couple of questions which I would like your expert to answer in the next issue of your valued journal. Have closely studied 'The Mechanism of the Linotype,' by John S. Thompson, from which I have gained valuable advice, but still I find there is more to learn. (1) When the first elevator goes down with the line of matrices to casting position, immediately it rises one-sixty-fourth of an inch and then falls back on the vise and rises again (this happens all in a second). This action of the elevator only happens when the bands are driven fairly high. It never occurs when a line is sent in full enough to stop the bands rising above the vise-jaw, but if the bands go above the vise-jaw it always occurs. There is no damage to be seen on the matrices, and the face of the slugs is perfect. The second-justification lever-spring under the machine-frame appears to have lost a little tension, but still the lines space out all right. (2) The face on the slug appears to slant off at one end about the thousandth of an inch. The left-hand knife just cuts the tops off the letters 'd,' 'l,' 'i,' etc., and this is more conspicuous on a capital line. If I set the back knife (left-hand knife, I mean) so that it will not cut the tops off of the capital letters, the slugs will be considerably bottled. The trouble appears to me to be that the letters do not show in the center of the slug right along. Could the gibs under the mold-slide affect the line in any way if not properly adjusted? (3) The two justification-springs under my machine have no nuts on top to screw down to strengthen them. They simply have a pin through the rod that runs through the center of the spring. Is it possible to strengthen springs of this design?"

Answer.—(1) The two upward movements of the elevator are due to the first justification of the line and to vertical alignment. The first movement you mention should not occur, and to the wear on the locking-studs we ascribe the cause of this movement. As a remedy, renew both the bushings and the studs. (2) The imperfect alignment of the face of slug with the body thereof is another indication of worn locking-studs and bushings. The gibs under the mold-slide may need readjusting, but it is not the immediate cause. The renewing of the bushings and studs will correct the trouble. (3) On old-style machines there is a washer and a pin above each justification-spring. In order to increase the tension of these springs the washers must be moved down with a lever and the pin inserted in one of the holes lower on the rod.

Recent Patents on Composing Machinery.

Linotype Slug.—James McNamara, Montreal, Canada, assignor to Mergenthaler Linotype Company, New York. Filed October 30, 1908. Issued November 26, 1912. No. 1,045,162.

Keyboard Frame.—O. V. Sigurdsson, Brooklyn, N. Y., assignor to Oddur Manufacturing Co., New York. Filed February 18, 1911. Issued November 26, 1912. No. 1,045,202.

Typesetter.—A. G. Baker, Albion, Michigan, assignor to Universal Machine Co., Albion, Mich. Filed December 30, 1907. Issued November 26, 1912. No. 1,045,360.

Assembler for Two-letter Matrices.—J. R. Rogers, New York city, assignor to Mergenthaler Linotype Co., New York. Original No. 615,690. Issued December 13, 1898. Reissued November 19, 1912. No. 13,489.

Typesetter.—Ernest Duscher, LaCrosse, Wis., assignor to Vote Berger Co. of Wisconsin. Filed May 13, 1911. Issued November 12, 1912. No. 1,043,910.



"Pipin' win's! We blaw together
Through the snaw an' o'er the heather."

Half-tone from a half-tone of ad. for Highlander Condensed Milk, in the Christmas issue of the *Otago Witness*, Dunedin, New Zealand.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Editorial Proofreading.

J. H., New York, writes: "Being nearly through my present work as proofreader in a large editorial room, I applied by letter to various publishers for employment as an editorial proofreader. One prominent firm replied that they had no knowledge of the term 'editorial proofreader,' and they did not need a reader. Was I wrong in supposing that 'editorial proofreader' is a term in common use?"

Answer.— Our correspondent's supposition was wrong only in failing to recognize the fact that what he meant by "editorial proofreader" is not self-evident to some people, and he was answered by one of these groups. On large reference-books the class of work indicated is always done by some special reader in the editorial room, and, though of course it is subject to the editor's final supervision, it is not by any means wrong to call it editorial proofreading. The man who does it, although he works as a proofreader, becomes really a subordinate editor. It is easily conceivable that in making books of a more personal character proofreading should be much more restricted in scope. Nothing is generally tolerated beyond critical suggestion, and even that is often ungraciously scorned, to say the least. But on a work written by many hands, say an encyclopedia or a dictionary, the case is different. Nothing else would show what is meant half so well as personal experience, and I do not know any other personal experience half so well as I know my own. I went as proofreader from a morning newspaper office to the editorial room of the Century Dictionary, where my first work consisted in correcting typewriting to make it like the copy. I had no permission to do anything more than this purely imitative work. Within a week after beginning, however, I encountered a paragraph written by a specialist which told what a certain thing is, when it should have been a definition of the adjective by which the thing was described. I killed the writer's work and substituted a definition. An associate editor who happened to see me do it touched me and said, "That's the way to do it." Probably this very incident was the ultimate cause of my being requested to read the proofs of a large encyclopedia a few years later in the editorial room, where they wished to turn out a volume of eight hundred pages each month, and had not discovered how to do so. One volume had been issued, after months of labor in the making. No month failed to produce its volume after I began. The trouble there was mainly failure in getting proofreaders' queries answered. The printers had a proofreader who considered himself a first-class historical critic, and hardly ever failed to offer many changes of statement in every galley. As soon as I came to one of these I took it immediately to the editor in charge of the department to which the article belonged, and procured its definite disposal then and there. When, later, anything was again challenged that had been thus already settled, I negatived the query without further fuss — to the effect, as I afterward heard, of making the querying proofreader very angry. But so the work progressed, and otherwise would not have progressed. Now that's a lot of stuff about little me, but I think it shows conclusively that there is such a thing as editorial proofreading.

Simplified Spelling — A Last Word.

What is to be said here is primarily personal, therefore written in the first person, but is thought to have some general interest also, or it would not be said. I supposed when I wrote my first paragraph about simplified spelling that I had avoided dogma and argument sufficiently to escape anything like what followed. But the would-be protagonists who are enslaved by this obsession can not refrain from indulging their argumentative propensities. Well, they have as much right as any one to say what they please, and also to spell as they please. And they have been doing it for centuries, and have accomplished almost nothing. A letter to the editor called my first paragraph a "puerile argument," and now another letter by the same writer applies the same epithet to what he calls my "twisting of what he said." Curious, isn't it, how easy it is to see another person's faults and fail utterly to behold our own? I had been sure the "twisting" was on the other side.

The letter-writer had mentioned the pronunciation of apricot, and I called attention to the fact that what he called bad pronunciation is not held to be bad by all scholars. Now he says that preference for the initial vowel as sounded in the word April is expressed by ten dictionaries and "forty-five of the fifty-seven savants to whom disputed points were referred by the editor of the Standard Dictionary." Well, yes, except that eleven dictionaries are so cited instead of ten if we count the Standard itself. However, it seems worth while to name the committeemen who gave the other pronunciation the preference. They are J. H. Allen, John Currie, Horace Howard Furness, Thomas Wentworth Higginson, William Preston Johnston, Brainerd Kellogg, Cyrus Northrop, and Calvin Thomas. They are classified by the letter-writer himself as "savants," and presumably know something about the matter. In fact, they are the few who were frank enough to express their real preference, and not accept the other for what is probably the real reason in many cases — mere conventional conformity. The giving of two pronunciations in a dictionary means that they are both correct, but that the editor prefers the first one. If that editor considered the other one bad, he would either not give it at all or say that it is not good; usually it would be omitted. When a man like William Dwight Whitney says that apricot with the initial sound as in apple is good, we may reasonably believe that it is not bad. He did say this in

the Century Dictionary. The latest Webster's also says it, and so will the new Standard.

Now, this pronunciation matter (that is, in the case of the word considered here) has no bearing on simplification, but it affords a clue to the quality of reasoning that predominates in what the "simplifiers" have to say in advocacy of their particular brand of simplification. I have never seen anything published by them that had not something utterly illogical in it. This means, of course, as I see it, and I can bring to bear only my own mind, not somebody else's, except that my own is susceptible to truth when real proof is shown that I did not know as well as I had thought I did.

I can not be convinced that it is reasonable for a man to insist upon preservation of a pronunciation because it is conventionally established, while yet insisting upon revolutionizing conventionality in spelling. If one is looking for puerility, it seems to me that it is found here, and I am not its sole exemplar. Again, if I read aright this time, the letter-writer thinks the simplifiers are striving to secure phonetic spelling, but the Simplified Spelling Board has repeatedly published denial of such intention.

Before the board was established there was action for change of spelling under the actual name spelling-reform, and the intention was then avowed of furthering phonetic spelling. One of the assertions made in its favor was that dropping silent letters would save one-sixth of the cost of making books. This was accompanied with a paragraph shown in each way, with the silent letters and without them. Each form occupied the same number of lines. Where was the one-sixth of saving? And even if a large book might have a little less of printing, the binding would cost no less or very little less.

What is most essential in this matter, as in all others, is that we should have the truth, the whole truth, and nothing but the truth, with the reservation that sometimes it is well not to tell all that is true.

Another challenge is uttered in the letter, for me to tell what my scheme of simplification would be. It would be nothing. Not because I do not think some real simplification might be worth while, but because so much has been tried by others, and failed, that I do not know how to plan anything of the kind. I am convinced that nothing can be done toward real improvement, except the changing that is always in progress, as seen in the change from musick to music.

The remark above about seeing other people's faults is not intended to be offensive. It is meant mainly to apply to myself.



EDITORIAL SECTION, GOVERNMENT PRINTING-OFFICE, WASHINGTON.

Printers' copy is more carefully prepared in the Government Office, perhaps, than in any other establishment in the country. A comprehensive manual of 150 pages prescribes the form and style for the several classes of work, and is the guide followed by copy editors. A score or more of specially trained experts prepare copy to the precise form in which it is to be printed, little or nothing being left to the judgment or discretion of compositors, operators and readers. The wage rate is 65 cents an hour. During sessions of Congress a similar force is employed at night, at an advance in pay of twenty per cent.

The remark above about seeing other people's faults is not intended to be offensive. It is meant mainly to apply to myself.

A SLANDER.

Guest — "I have eaten many a better stew than this!"

Landlord (enraged)—"Not in this house!"—*Fliegende Blaetter.*

SOMETHING IN IT.

Willie — "Paw, what is a stable government."

Paw — "When the party in power displays horse sense, my son." — *Cincinnati Enquirer.*

Written for THE INLAND PRINTER.

EDITING IN THE GOVERNMENT PRINTING OFFICE.

BY FRANK A. KIDD.

UNCLE SAM'S big print-shop in Washington, officially known as the Government Printing Office, has a large corps of editors whose duty it is to scan carefully for error of fact or form the countless folios of manuscript submitted by the executive departments and Congress, to be printed as public documents, reports, or speeches.

The subjects covered by the output of this printing plant — the largest in the world — embrace every field of industrial, scientific and mechanical endeavor, every phase of abstruse philosophy and speculative research.

Unlike editors in other printing establishments, these keen-eyed, quick-witted journalists are not contributors, but compilers and correctors. They discover the adverb gone astray, detect the preposition in the wrong pew, and fall upon the split infinitive with a fury equaling a woman's scorn. The scrambled metaphors in perfervid perorations of half-baked Congressmen are recast into sensible simile. Inspiring thoughts of Seneca, Bacon or Shakespeare mistakenly quoted as Holy Writ are properly credited to philosopher or bard, and Charlotte Corday is not allowed to be transposed a thousand years from her notorious niche in history and made queen of Greece by senatorial slip — or ignorance.

If the typist, in a treatise on geology, writes "glaucophane schist" when the term "diabase-gabbro" is the one intended, the blunder must be noted. Names of this morning's presidents of turbulent Central American republics must be correctly set forth — accents, l's, z's, and all. When the strange, repelling combination of consonants and vowels, Képviselöház, bobs up in ambassador's ebullition, the humble editor needs know it means the lower house of the Hungarian Parliament; that Narodna-Skupshtina is not a Jewish holiday, but the name of Servia's national assembly.

Satisfactorily to edit government copy — except treasury warrants — in this land of the free, one must be liberally educated, know his Latin and Greek, and maintain friendly relations with modern languages; be familiar with the literature of all ages, acquainted with the theory and dogma of all religions, know the history of all nations; have stored in memory the names of the great men of all times — their accomplishments, failures, crimes and virtues — also a myriad other more or less noted strutters on the stage of fame whose names figure only in the index, as well as who hit Billy Patterson, and why.

He must determine at a glance the author of poem, axiom and epigram, and insert with infallible exactness figures omitted in hurried reports by lazy secretaries of dilatory senators — grave seigniors who are long on courtesy but short on accuracy.

He must know by heart the Declaration of Independence, the Constitution of the United States, and Washington's farewell address, and be able to repeat the Apostle's Creed backward — this latter to prove that a jumble of words may mean a great deal to a discriminating editor.

This high-class, hard-working, supersensitive critic and corrector, this launderer of crimpled literature, is denied by compositor, reviled by proofreader and decried by author. He may correct a thousand grievous blunders every week, but if one mistake that causes complaint or reprint pass unobserved, discipline may award him ten days' leave, without pay, in which to ruminate on the proneness of the *genus homo* to err.

He works under high tension at all times, lives a brief, nervous, hilarious span, and receives a little less compensation for his labor than the ordinary union bricklayer.

Written for THE INLAND PRINTER.

THE RANGE AND LIMITS OF PROOFREADING.

BY F. HORACE TEALL.

SOME proofreaders have expressed indignant protest, and doubtless many others have felt it, against an assertion made by the present writer that the greatest part of the proofreader's work is purely imitative. Such protestation arises mainly from failure to understand just what the assertion means, and it is not unlikely that the misunderstanding is induced by a shortcoming on the part of the assertor, in neglecting the necessary specification that greatest means largest in bulk. If the writer remembers rightly, he has also called imitation the most important function in proofreading. Both statements are correct, but both are liable to misconstruction. Neither of them was ever intended to belittle or restrict the exercise of intelligence, or the value of thorough knowledge, or the right or duty of the proofreader to make good use of knowledge.

Proofreading duties range from the closest possible reproduction of what appears in copy, without regard to whether the copy is right or not, through various gradations, up to actual editorial work. Mr. Theodore L. De Vinne says, in "Correct Composition," that "the reader should not forget that it is his first duty to correct, not to edit." He also says: "There are fastidious authors who insist upon the strictest adherence to their imperfect copy, and refuse to consider queries made in their own interest. There are other authors who ask, as a matter of right, that the proofreader verify proper names, dates, and all unusual words, and that he maintain consistency of statement as well as of style. Some go so far as to ask for the verification of all quotations from standard text-books. They hold that it is the duty of the proofreader to correct all errors." Mr. De Vinne speaks from personal knowledge, and shows conclusively that some people expect proofreaders on books to do real editorial work, while many others demand that they make no changes from copy.

It is almost impossible to divide the work of proofreading into strictly defined classes, from that demanding the least intellectual qualification, through various degrees, up to the highest, which involves the closest possible practical application of extreme mental equipment. But division into two classes will answer our purpose, with the understanding that between the extremes are many grades. It was reported as a saying by Horace Greeley that a thoroughly qualified proofreader should command a salary at least equal to that of the President of the United States. Of course that was an exaggeration, but it emphasizes a truth. An amount of pay that is vastly more than the average reader's work can ever be worth is ridiculously low for the service of the best reader. Here, again, another series of gradation arises, in the fact that sometimes the man who is best for a certain office or a certain kind of work is not the equal intellectually of many others not nearly so good at the same work. In a force of five proofreaders on a New York newspaper, the one considered best on advertisements and tables was the least educated man

in the room. His accuracy of verification gave him his special standing. He was remarkably adept in following copy exactly, and this is the prime qualification for most proofreading work, and truly important, if not most important, to the most critical reader who is expected to make editorial corrections.

Limits of the proofreader's duties are more promising as a subject for discussion than the range of the work, the range being fixed, and the limitations decidedly variable. No definite unvarying distinction can be made between proofreading and editorial functions except when the reader is explicitly ordered to follow copy inflexibly, and often even under such restriction a man may show that he is a thinking man and not a machine, sometimes by correcting a plain error in copy and sometimes by asking whether a change is needed. In the higher grades of work the proofreader is practically limited only to recognition of the fact that he must not trespass upon the authorial or editorial field.

As Mr. De Vinne says, no reader should forget that his first duty is to correct, not to edit. But correcting the compositor's errors is comparatively seldom his only duty. In reading columns of figures, for instance, absolutely the one demand is that each figure in print shall be the same as the one in that place in copy. Many years ago, however, when the present writer read proofs from the plates of a work full of tables in which each column was added, he footed up one of the columns and found it incorrectly added. Because that had an error, he added all through and discovered other errors, for which he got hearty thanks. Those thanks would not have been deserved if he had simply corrected the totals, because some of the errors were found to be in the items, not in the totals, and in a few cases the discrepancy had to stand uncorrected. Nor would it have been fair to do so much work by the hour without authorization. This is mentioned as showing that even in such a case one may profitably offer something more than what is demanded, though he should not venture to make any final change that might prove to be wrong.

On happening to mention something similar to another proofreader, that gentleman told of reading proofs of a book for a very particular writer, with positive restriction to merely following copy. So binding was this order that he did not even venture to correct the name Spreckles, so written a number of times. He asked the author about it, and the author was surprised at finding he had written Spreckles, and said that of course it should be Spreckels. Of course in such a case, where his knowledge was positive, and he must have known it to be beyond dispute, that reader did not need to consult the author; but he thus placed himself on a sure footing, by means of the safest general procedure, since in many such instances the reader, even while thinking his knowledge sure, might prove to have a wrong impression.

In line with this comes the error noticed by the writer in the last book he happened to open. It was a book of personal letters, published by Harper & Brothers. The error glared at one right from the top of the first page, in this sentence: "Professor Pierce, who is, you know, the greatest mathematician in the world." This may be only a typographical error, but also it may have been so written. One could hardly demand that a proofreader make it Peirce if the author wrote Pierce, but if the proofreader should correct it certainly no one could censure him for the correction.

An article by Woodrow Wilson, recently published, contains two sentences that show examples of how to do it and how not to do it. In the first one we have an error that should be corrected by the proofreader, copy or no copy, whether he is told or not to follow copy absolutely. "We ought," it is said, "to be interested in it only as it express the purpose of the people." Every one should know that, even if express was written in the copy, its writer intended to write expresses. Just as the professor who wrote prounce many times in notes to the present writer undoubtedly thought he wrote pronounce.

In the other sentence is something that many a proofreader might be strongly inclined to change, and with reasoning in support of the change as good as any to be offered against it, but bristling with the warning, "Hands off." Changing it would carry the proofreader unwarrantedly over the editorial line. The sentence is, "Public opinion has accumulated tremendous force in our day, not only, but it shows infinite richness and variety." Many people might think this sentence poorly constructed, and it could be so altered as to make it unchallengeable; but it was written by one of the men who would not write anything carelessly, and the mere fact that he wrote it indicates that he would insist that it is correct. Coming from such a man, such sentences should not even be questioned by any proofreader.



"EYES RIGHT."

Photograph by Rigdon, Dubuque, Iowa.

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-Criticisms Deferred.

On account of the large amount of space devoted to the result of THE INLAND PRINTER'S Ad.-setting Contest No. 34, criticism of other advertising is deferred until next month, when there will be a better opportunity for reproductions and extended comments.

Christmas Numbers from Australasia.

Each year we receive some excellent examples of the printing art from Australasia in the form of Christmas issues of weekly publications in Australia and New Zealand. The half-tones in these issues, their arrangement and embellishment, and the presswork equal if not excel anything produced in this country, although in ad. composition our printers have the best of it. J. V. Price, who formerly was connected with the Christchurch (New Zealand) *Weekly Press*, is now with the Melbourne (Australia) *Weekly Times*, and he sends a copy of the *Times*' "1912 Annual" which shows marked evidence of his having been in charge. The first page, which in the original was printed in a strong red and black, is reproduced herewith. This issue consisted of sixty pages and cover, of the size of the *Ladies' Home Journal*, printed on heavy enameled stock. The delicate color tints which Mr. Price formerly used in New Zealand are here handled nicely, and the entire number is very creditable. The Christmas number of the Auckland (New Zealand) *Weekly News* is as attractive as ever. The entire work was done in the office of the *News*, furnishing employment for a large number of workmen exclusively on this publication for several months, and it would delight any printer's eye to glance through it and see how nicely the half-tones are arranged and printed. The same is true of the Christchurch (New Zealand) *Weekly Press*. The native tribe of Mori Indians is not given so much attention as usual in the illustrations, more space being given to rural outdoor life with its accompanying beautiful scenery of seashore and mountain. These subjects lend themselves, aided by the strong sunlight of that latitude, to producing the best work of the photographer, the engraver and the pressman, and all three of these artists appear to have cooperated in an attempt to surpass previous accomplishments.

Daily Newspaper Men in the Religious Field.

Recently there has been a conspicuous shifting among religious weeklies, with an evident tendency toward concentration in a fewer number of periodicals of higher quality. The *Continent*, the Presbyterian national weekly, believes itself to be the only prominent religious paper in the country whose regular staff consists entirely of former daily newspaper men, with not a minister in the list. Most of the religious papers of America are headed by a man whose smallest title is "D. D." The *Continent's* editorial offices in all three centers, Chicago, New York and Philadelphia, are headed by former newspaper men. Nolan R. Best, editor, New York; Oliver R. Williamson, managing editor, Chicago; William T. Ellis, "editor afield," Philadelphia; H. L. Bird and H. H. Smith, associate editors, Chicago, all made their living by daily newspaper work before entering the religious field. Strange to say, they all report that there is no soft snap in making an up-to-date paper devoted to helping people to be good. There are, of course, ecclesiastical specialists for special departments. The paper not only predominates in the Presbyterian church among both laymen and ministers, but is read by many ministers of other denominations.

Big Thanksgiving Edition.

It is rather unusual for a paper to publish a "Thanksgiving Edition," but that is just what was done by the McKinney (Tex.) *Courier-Gazette*, and it was a dandy, too. There were sixty-four pages, printed in eight sections, packed full of turkeys — in fact there were 158 of them in the ads. alone, all of one size and divided about equally between only two views. The advertising manager on the *Courier-Gazette* must be an enthusiast, and able to "talk turkey" to prospective advertisers, as over forty of the sixty-four pages were advertising, and the way he worked that turkey cut overtime was a caution — even the automobile ads. were embellished with turkeys. But it was a great number, well handled mechanically, and must have proved a very profitable venture.

An Interesting Industrial Edition.

Wilbur F. Cleaver, publisher of the Somerset (Pa.) *Democrat*, issued an attractive "Industrial Edition" the last week in November, which was a very creditable piece of work. It consisted of thirty-six pages (11 by 14 inches) and cover, and was printed eight pages at a time on a Campbell country cylinder hand-power press. There was no display advertising, but there was an excellent showing of write-ups for local business houses, all of which were illustrated. There were more than a hundred photographs in the issue, practically all of them taken by Mr. Cleaver, who also wrote every word of the descriptive matter.

London's New Labor Daily Appears.

The first issue of the new labor newspaper, the *Daily Citizen*, which is to be "an organ of trade-union activity, labor-party policy and socialistic thought," made its appearance on the streets of London (Eng.) in November. A column of labor at "home" and one for abroad will be published daily.

Result of Ad.-setting Contest No. 34.

THE INLAND PRINTER'S Ad.-setting Contest No. 34 brought out some excellent ads. There was so much copy that it was difficult to display the ad. attractively and effectively, and it required considerable talent to produce the desired result. The space used was rather smaller than his entries, and these were made up into sets and mailed to the compositors who entered the contest. As explained when the contest was announced, the best ads. are determined from the vote of the contestants by a system of points. Three points are awarded each ad. selected for first place, two points for each second selection, and one



No. 12 — First place.



No. 38 — Second place.



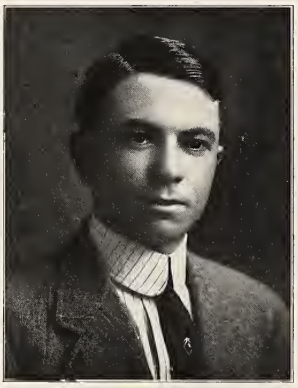
No. 19 — Third place.



FRANK J. WOLF,
Denver, Colorado.
First place.



JOSEPH R. CECH,
Chicago.
Second place.



LOUIS L. LEHR,
Pittsburg, Kansas.
Third and sixth places.

THE INLAND PRINTER'S AD.-SETTING CONTEST NO. 34.

the original ad., and was designated purposely to make the contest more difficult. While there were not as many entries as in the previous contest, there were really many more than was expected, as the extra amount of work required had the effect of discouraging all but those who were really interested in improvement. Fifty-two compositors entered, eight of them sending two specimens each. Seven of these fifty-two compositors are located outside of the United States, five of them being in Canada, one in Hawaii and one in Holland. The remaining forty-five are distributed over seventeen different States. Each contestant was required to send two hundred slips of each of point for each third selection. The names and addresses of the compositors, the numbers of the specimens they submitted, and their selections for first, second and third places are as follows:

After studying these ads. carefully one can easily understand why No. 12 secured first place. The arrangement is unusual, the display is nicely balanced, and the type is well chosen. Still, like all contests, seldom does one ad. possess all the desirable qualities, and that is just where the greatest help comes in studying the different arrangements. There is one line which every ad. should have brought out with more or less prominence, and that is

"Ladies' Suits and Coats." Everybody brought out "That New Suit," which was perfectly proper, but would this line attract the ladies, to whom the ad. was supposed to appeal? Perhaps my conception is wrong, and the same impression might not be made upon others, but to me that line means *men's* suits. To my mind it would attract the attention of on account of the panel in the center. This was an excellent idea, but unfortunately the ad. lacked one or two other features which prevented it from taking the lead; one of which was the failure to display the line just discussed, and the other was the failure to bring out the subheadings more strongly at the beginning of each para-



No. 54 — Fourth place.



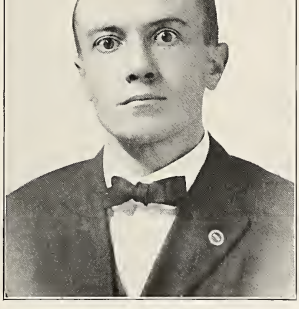
No. 27 — Fifth place.



No. 20 — Sixth place.



JAMES I. MARTIN,
Savannah, Georgia.
Fourth place.



EDWIN H. STUART,
Pittsburgh, Pennsylvania.
Fifth place.



No. 22 — Seventh place.

THE INLAND PRINTER'S AD.-SETTING CONTEST NO. 34.

men, which was not wanted, and would not cause the ladies to give it a second glance. This line is brought out in Nos. 19, 54 and 20, but these ads. are not as distinctive as No. 12. No. 20 appeals to me as a particularly good ad., and if a part of the expression, "Made to measure by men tailors," had not been omitted it would probably have received a larger vote. In this ad. the reader is attracted by the principal display, and at a glance knows that the ad. refers to ladies' and not men's suits. The same good features obtain in No. 54, but it is not quite as striking an ad. as No. 20. No. 38 probably secured second place graph. No. 27 is a strong ad. and it is not surprising that it is so far up in the list. In fact the vote is very close from second to fifth places, there being only eight points difference. There is one ad., receiving only six points, which was deserving of a place higher up in the list — No. 39. There are too many lines in caps., the small side-headings being particularly indistinct, but it is well balanced, brings out the line pertaining to ladies' suits very nicely, and has a strong point in its favor in displaying "The Fall Book Is Now Ready" in the panel at the bottom. I believe this has been one of the most helpful contests so

far conducted, as there were more features to study. It will demonstrate to many compositors the necessity of studying out the effect of every point, so as to produce an ad. which will appeal from every standpoint. As has been Preucil Printing Company, starting at the age of fourteen and remaining nine years, leaving to accept a position as ad.-man with the Rogers & Hall Company. Two years ago he entered the employ of the Taylor-Critchfield Company, with whom he is at present connected. Mr. Cech writes: "I have read THE INLAND PRINTER for years and can



No. 56 — Eighth place.



No. 40 — Ninth place.



No. 23 — Tenth place.

THE INLAND PRINTER'S AD.-SETTING CONTEST NO. 34.

so often reiterated, it is not alone good type display, but the best result-producing ad. which is desired. Photographs of the leading contestants are shown herewith and brief biographical sketches follow:

Frank J. Wolf was born in Sidney, Nebraska, in 1885, learned his trade in Denver, and is at present typographical designer with the Smith-Brooks Printing Company, of Denver. Mr. Wolf is evidently of



No. 39 —An ad. with several good features.
Set by I. H. MARCHMAN,
Savannah, Georgia.

a very modest disposition, as he gives only these few details concerning his early and present life.

Joseph R. Cech was born in Chicago twenty-eight years ago and has lived here all his life. He learned his trade in the office of the F. M. hardly wait for each issue. To say I have found an untold amount of inspiration within its pages is putting it mildly. Its timely articles on various branches of the trade furnish food for thought and study — the kind that gives one a desire to do better work, work that elevates men to a higher standard of efficiency."

Louis L. Lehr, whose ads. Nos. 19 and 20 are in third and sixth places, is only twenty-two years of age, being born in Davenport, Iowa, in 1890. Mr. Lehr also won distinction in THE INLAND PRINTER'S preceding contest, the two ads. he submitted at that time appearing in second and sixth places. His biographical sketch, which appeared at the time of this contest, read as follows: "About twelve years ago (he was ten years of age at the time) Mr. Lehr moved to Pittsburg, Kansas, where he completed his common-school education. In 1907 he entered the employ of the Saunders-Cooke Printing Company as 'devil,' and from that position has rapidly advanced to the head of the mechanical department. Mr. Lehr is a very studious young man, and attributes his success in the rapid development of his knowledge of the printing art to the I. T. U. Course. Mr. Saunders, one of his employers, writes: 'To say he has been a constant reader of THE INLAND PRINTER is unnecessary, as this popular journal is a necessary requisite in the development of any printer capable of getting recognition in its columns.'"

James I. Martin, whose ad. No. 54 is tied for third place with Mr. Lehr's ad. No. 19, was born in Savannah, Georgia, in 1880. When he was but twelve years of age he found his greatest enjoyment in hanging around the printing-office of a friend, asking all manner of questions, and longing to "own some type and print a newspaper." At seventeen he started to learn the trade in the office of R. P. Purse, of Savannah, where he was employed for thirteen years, the last four years of this time occupying the position of foreman. Two years ago Mr. Martin decided he would like to get into a larger office, so that he would have an opportunity to learn more, and secured the position of stoneman with the M. S. & D. A. Byck Company, of Savannah, where he is still employed. In concluding his letter he says: "To be a winner in the first typesetting contest one has ever entered is encouraging, to say the least, and I am certain to enter more of them.

Edwin H. Stuart was born at Webster City, Iowa. He learned to set straight matter with a local paper and then assumed charge of the Fort Dodge (Iowa) *Messenger's* ad. department. In a few years he bought a country weekly at Claire, Iowa, and tried his hand at country journalism, but later became a tourist printer and traveled extensively. At present he is superintendent of the mechanical department of the Justice Printing & Publishing Company, of Pittsburgh, Pennsylvania. Mr. Stuart is evening instructor in the printing department of the Kingsley House, of Pittsburgh, a social settlement and charitable institution.

Specimen Nos.			First choice.	Second choice.	Third choice.
	1	Elmer E. Sugden, Kalispell, Mont.	27	54	12
	2	Clyde A. Meacham, Ontario, Cal.	36	14	40
	3	Herbert E. Adair, Toronto, Canada	56	12	25
	4	Ivan L. Howe, Hallowell, Me.	30	5	12
	5	P. Stigter, Rotterdam, Holland	..	..	..
	6	Verda Foltz, Shreve, Ohio	19	38	27
	7	Christ Wold, Minneapolis, Minn.	19	20	22
	8	John Kelly, Philadelphia	54	20	39
	9	Walter Devantier, St. Clair, Mich.	23	54	7
	10	W. Herbert Cross, Easton, Pa.	12	19	56
	11	Clifford W. Parker, Brooklyn, N. Y.	25	54	44
	12	Frank J. Wolf, Denver, Colo.	38	40	37
13	14	Will J. Gilbert, Brooklyn, N. Y.	19	12	54
	15	Walter Wallerstedt, Lindsborg, Kan.	12	49	54
	16	George O. Adams, Braddock, Pa.	37	7	12
	17	Charles L. Kellow, Greeley, Colo.	35	38	40
	18	Robert W. Lessing, Adrian, Mich.	7	54	38
19	20	Louis L. Lehr, Pittsburg, Kan.	22	38	24
	21	R. F. Massey, Savannah, Ga.	54	20	40
22	23	Max Epstein, New York	20	38	40
	24	H. R. Lischer, Waverly, Iowa	12	19	29
	25	Thomas S. Ellis, Edmonton, Alta., Canada	27	38	44
	26	Ray N. Castle, Greeley, Colo.	12	27	56
	27	Edwin H. Stuart, Pittsburgh, Pa.	12	20	23
	28	Cornelius Spaans, Cambridge, Mass.	12	19	3
29	30	Phil. S. Ogilvie, Savannah, Ga.	54	39	55
31	32	Ray A. Thomson, St. Clair, Mich.	38	40	27
	33	J. A. Grant, Toronto, Canada	35	22	7
	34	Roy Shields, Victoria, B. C., Canada	38	22	24
	35	Carl G. Hammer, Missoula, Mont.	23	22	44
	36	Edward C. Vollmer, San Benito, Tex.	56	27	40
	37	John S. Kelley, Bryan, Ohio	12	20	40
	38	Joseph R. Cech, Chicago	12	55	27
	39	I. H. Marchman, Savannah, Ga.	23	19	54
	40	R. L. Sponable, East Aurora, N. Y.	46	27	55
	41	Harvey L. Blomquist, Toledo, Ohio	12	8	32
	42	R. Rilie Morgan, Great Falls, Mont.	12	3	56
	43	John J. Reeder, Jacksonville, Fla.	38	27	54
	44	W. J. Atherton, Edmonton, Alta., Canada	12	6	25
	45	Leo. H. Bowen, Sonora, Cal.	20	56	12
	46	Axel Edw. Sahlin, East Aurora, N. Y.	38	20	13
	47	R. M. Coffelt, Junction City, Kan.	19	22	40
	48	A. Z. Maloney, Mohawk, Mich.	38	19	12
	49	August Gehrig, Hyde Park, Vt.	56	12	7
50	51	H. H. Wallace, Gouverneur, N. Y.	19	12	39
52	53	Arthur C. Sellers, Salem, Ore.	12	25	38
	54	James I. Martin, Savannah, Ga.	27	20	39
	55	Frederick Karn, East Aurora, N. Y.	46	38	54
	56	W. F. Gotwalt, Harrisburg, Pa.	54	27	39
	57	J. P. Gomes, Jr., Honolulu, Hawaii	..	..	..
58	59	W. E. Hefley, Sac City, Iowa	60	12	7
	60	Fred W. Ellis, Sac City, Iowa	22	27	12

It will be noticed that the vote was complete excepting the two compositors who were too far away to send their selections in time to be considered in determining the winners. A recapitulation of the vote gives the following result:

Specimen Nos.			Points.
1	12	Frank J. Wolf, Denver, Colo.	52
2	38	Joseph R. Cech, Chicago	32
3	19	Louis L. Lehr, Pittsburg, Kan.	25
4	54	James I. Martin, Savannah, Ga.	25
5	27	Edwin H. Stuart, Pittsburgh, Pa.	24
6	20	Louis L. Lehr (same as No. 19)	20
7	22	Max Epstein, New York	15
8	56	W. F. Gotwalt, Harrisburg, Pa.	14
9	40	R. L. Sponable, East Aurora, N. Y.	11
10	23	Max Epstein (same as No. 22)	10

Nine points — No. 7.
Seven points — No. 25.
Six points — Nos. 35, 39, 46.
Four points — Nos. 37, 55.
Three points — Nos. 3, 30, 36, 44, 60.
Two points — Nos. 5, 6, 8, 14, 24, 49.
One point — Nos. 13, 29, 32.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Franklin Journal, Farmington, Maine.—You certainly have a very creditable paper in every way, and the only criticism that can be made is your use of so many caps. in your headings. Three lines of Condensed Gothic caps. is too much, particularly when there is Condensed Gothic above and below.

Grandview (Wash.) *Herald*.— The *Herald* is an enterprising paper, filled with local news which is well featured. About the only feature that deserves criticism is the presswork; the impression is not as clear-cut as it should be. This may be due to the quality of ink, or it may be the rollers are not in the proper condition.

Sussex (N. J.) *Independent*.— It is very evident that great care is taken in handling all mechanical features of the *Independent*, the make-up being handled particularly well. The color and impression is a little uneven on some of the pages, while others are very satisfactory. The head-letter used is not prominent enough, and this gives the first page a very flat appearance.

Bronson (Mich.) *Journal*.— It is well you warned me concerning the reason for placing the ads. on the first page, but with such an extensive advertising patronage it is very evident, as you explained, "it had to go somewhere." If it is customary for the *Journal* to carry so much advertising, the time is certainly ripe for an increase in advertising rates. This might reduce the quantity of your advertising, but it would not reduce your revenue; in fact, your revenue probably would be increased. If the quantity of advertising was not reduced, with the increased revenue you would be in a position to print your entire paper at home.

Idaho County Free Press, Grangeville, Idaho.—You are publishing a very "progressive" paper (even if it is Democratic). It is filled with news, nicely featured with attractive display heads, and your first page is well arranged. Ads. and make-up are good, and there is really no feature which deserves criticism, unless it is the presswork, which could be improved if there was a little better distribution of ink.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From *Schweizer Graphische Mitteilungen.*

NEWSPAPERS FOR WAISTCOATS IN CHINA.

The Chinese are the greatest consumers of old newspapers in the world. The official returns of the custom-house at Newchwang state that that port alone in 1911 received 1918 tons of old European newspapers valued at £14,500.

It is not at first easy to discover to what use so much obsolete news can be put. However, we gather that the middle-class Chinese prefer newspaper to the native variety as a covering for their walls. It has a greater power of resistance and affords a more effective barrier to the invasions of the vermin that plague Chinese houses.

Moreover, the natives are experts at cutting out of the newspapers waistcoats which they wear next to the skin. These paper waistcoats are said to be the best possible protection against a sudden cold snap. In view of these admirable uses to which European newspapers may be put it is not surprising to learn that the imports of 1911 show a considerable increase in weight.

The value of the import has, however, declined. It is interesting to note the reason for this decline. It is explained by the rapid development of the native newspaper press which has taken place during the last few years.— *Philadelphia Times.*

COST AND METHOD

BY BERNARD DANIELS.

Why an Average Cost Proves Correct.

Quite recently we were called on by a country printer, who had just installed a cost system, and who found that its records showed his costs to be even higher than the averages which have been published in the columns of the printers' magazines and which he considered as ridiculously "out of sight."

His first burst of eloquence ended with "I know it is all wrong, for I don't pay city wages and I have a very low rent and do lots of the work myself." "Yes," he said, "I have included my own wages as a workman and every expense."

Together we went over his figures, item by item, beginning with that low rent of $35 a month, which proved to be 23 cents a square foot, with heat, light and power extra, at a cost of 20 cents a foot more, while his city competitor was only paying 50 cents a square foot for all these things and right at the door of the paper house.

Of course his capital invested was worth just as much for interest and his depreciation was just as great, and his insurance really a little heavier, because he was in a frame building, while his city brother occupied parts of a massive fireproof block.

His minor department expenses, such as rags, benzin, lye, rollers, etc., cost him more than the big-city man paid for his.

Then we came to his labor, and here is where he felt he was scoring heavily against the city, for he paid only about two-thirds as many dollars a week for each employee. But when we showed him a record of a city plant doing the same amount of business a year, and with only five per cent more actual outlay in dollars for labor, he was astonished and asked for an explanation. It was simple; he had to carry his help the year round in order to keep ordinarily good workmen, and had a productive percentage of only fifty-two per cent; while the city printer could drop off a man whenever things got dull and cut his expense, so that even though he paid higher wages his productive percentage of over seventy-five per cent made his hour cost much lower and much nearer the country printer's than the employee's wages would suggest.

Really his cost was fair and his plant well handled for a country office a hundred and fifty miles from the nearest paper and card supply house, for this was another item of expense; he had to keep $1,000 tied up in stock all the time in order to get out work promptly, and to pay freight on all his supplies with an occasional express bill on a hurried order.

This true story will serve as a text for a little talk to those printers who are situated away from the cities and who think that this gives them a low cost of production. If each one who has this idea will get busy and install a cost system and keep tab on his expenses, he will find that the "deadly average," as we have heard it called, will take him in its grasp and show him why, after years of struggle, he is not in better financial condition. These men are good printers, many of them as good as the men at the heads of the big city establishments drawing comfortable salaries, but they have been blinding themselves with the sophistry that their location was giving them something that is really impossible. They failed to see that besides all the above-mentioned facts against them there was the constant call of the city that was taking away their best employees and leaving them only the average or less, thus increasing the final cost of output because of slowness of production.

Many times the job that is done in the country plant at a cost of a hundred hours could be completed in the near-by city for ninety hours or even less; so that, even if the country printer could by rare good management decrease his hour cost to ten per cent less than the city printer's, the total cost would be as great.

Herein is a thought that it would be well for all small printers in city or country to consider. The larger plant has the advantage of being in a position to secure greater efficiency whereby to meet the so-called lower cost of the smaller shop.

The Intelligent Use of the Time-clock.

There are time-clocks and time-clocks, from the one which has a slot in which the workman sticks a card and stamps it on entering and leaving the workroom to the automatic one on which he merely pushes a numbered button; but this is not the kind to which we refer. In a printing plant the time-clock is of much greater importance than in most other manufacturing concerns, because the printer really sells time in *real* small units and not an average part of a large lot of time bought and applied wholesale. Therefore, the printer must have a time-clock that will register at any moment (and there are lots of them) and that will correctly average a division of time that will be easily calculated in making up records, and that with the least possible loss of time in making those records.

This is more of a problem than it at first seems, for while it is easy enough to buy time-clocks that will keep good, accurate time and make records of it, there is a sensible loss of time in getting the record and calculating the elapsed time. Where a man makes only two or three records a day, and there are few men, this is of little importance, but in a larger plant, or where small jobs are run and many records made, it becomes very important. For instance, if a man loses only one minute on each job and handles twenty jobs a day, there is a loss of twenty minutes, and if there are ten men in the department, that means two hundred minutes, or three and a third hours a day. Usually it would amount to more than this, because it would take more than a minute for the average man to write down the name and number of his job and take the

time-ticket to the clock and stamp it, and again stamp it when the job was completed. But granting that this was enough time, it would be well worth saving for more reasons than one. The average compositor or pressman receives 45 to 50 cents per hour as wages, and the cost of superintendence, etc., will amount to at least as much more, or about $1 per hour. Here is $3.50 a day actually lost in a shop employing ten men; $21 a week. Now, if every man received from the foreman a time-card with each job already made out and stamped, and merely had to hand it in and receive another at the completion of the job, it would mean 4⅝ per cent increase in the output from those ten men and a corresponding increase of profit if the means taken to secure it did not cost too much.

One plant, employing twelve compositors, tried this out and found that by giving the foreman a clerk, who made out all time-tickets and stamped them as the workmen came up to report, there was an actual net saving of three per cent in cost of composing-room labor after the additional expense of the clerk's salary had been taken care of.

Here was a case of true scientific efficiency. Keeping the workman busy on his own special work and hiring a clerk to do clerical work.

This method also had a very salutary effect in preventing the shifting of time on jobs that proved either longer or shorter than the workmen thought they should be, and led to the almost total abolition of picking, as the workmen realized that the hunting of sorts went down against them, and made an immediate demand for more material or ceased using the fonts that were short of sorts.

The Open Shop.

From time to time we listen to or read of the question of the "open shop," and each of the combating parties marshals evidence to prove his the only tenable position, be he employer or workman; but this is not the open shop to which we desire to call your attention at this time, and tell you that it is one of the gravest mistakes the small printer makes.

The proprietors of many of the so-called "small" print-shops think that it is a big thing for their customers to see the wheels go round, and therefore they so arrange their plants and offices that there is only a railing between, and let the buyer see how his work is done.

This is not the right way to impress your customer with respect for your business ability and confidence in your workmanship. You may have to act as foreman and proofreader, or even do some of the work yourself, but for goodness' sake don't allow Mr. Customer to see you do it. Let him see only a typical business office, even though but little larger than a dry-goods box, and let him feel that you are the proprietor; anxious to get his order, to be sure; but still proprietor and salesman.

It is not the customer's business to know whether you print on the latest pattern double-back-action, two-revolution, two-color, two-side phenomena or a cider press, so long as you deliver the goods; but he has a right to service in the manner in which you take his order, the care with which you make record of his ideas and wants, and the way in which you show him your ability to understand and fill his needs. And the desirable customer will ask no more.

Have your office, little or big, fully supplied with samples of your work for others, and samples of the papers and cardboard, etc., you desire to use, the inks you wish to show for color, etc. Have them arranged for easy reference within reach, as you sit at your desk and talk to Mr. Buyer, and you will not need to say anything about the kind of machine you are going to use to print the job on.

Put a nice-looking partition between your office and your workrooms, and keep the door closed to all but yourself and your employees. Transact your business in your office, and do the work in the workroom, and you will find that it will be easier to get the right price for your work.

That Pile of Cuttings.

In the stockroom of almost every printery you can find a shelf or two, sometimes more, carefully piled full of odd-sized scraps that have been cut in getting out various jobs. They consist of various weights, colors and qualities of paper, and, in some instances, are carefully labeled, but generally not.

Now, that pile of scrap is one of the most costly and dangerous things about those plants. Incidentally, it costs time to keep it in order and sort it over occasionally for some little lot you thought was there; but that is not what we mean. It is the worst temptation to a breach of business ethics you have around you. It will cause more unpleasant feelings between you and your fellow printers than anything in the business.

The above is what an organizer in the printing field has to say of the scrap-pile of the ordinary printers, and this is how he figures it out:

Along comes a nice little job on which you feel as if you must make a close price and you say to yourself, "I will use some of those scraps," and either go or send some one to sort them over and waste the price of new stock in time. Then you put it down on the estimate or charge slip at a nominal price, and everybody is seemingly happy. After a little while the job or a similar one comes up for the same customer, and there is no scrap to suit and new stock must be bought. The price is higher, and he feels that you are robbing him. He does not know that you robbed yourself the other time. He goes elsewhere and gets a price perhaps just a little lower than yours, perhaps quite a good bit lower, because that printer, too, has some scraps. Now he is sure all printers are robbers and crooks, and he is a spoiled customer for all future time.

Again, the customer may be one you can not afford to offend or lose and you do the work again at the old price and pocket your loss, and you keep on doing this on many occasions until that scrap-pile has cost you several times the price it would cost to duplicate the stock out of new goods.

This seems like a true bill, and we think that it would be wise for every printer to either use his cuttings for his own work or to cut them to some regular size such as 3¼ by 6 inches for envelope slips, or 3 by 5 inches for cards, and always make a point of selling them assorted, to show that they are scrap. And any stock that is perfect and suitable to the job should not be counted as scrap, but charged up as the amount of new stock that would be required to cut for the job. This is just and fair to all, for it will cost you more as a rule to trim the scrap to size and count it than it will to cut new stock.

This is one of the little leaks that the cost system is bringing to light in the plants of those printers who were of the "save-the-string" kind. No man can untie knots and straighten out enough string in a day to pay his wages and cost of supervision, and no print-shop that uses judgment in buying stock can save enough scrap to pay for the handling and storage.

We have seen piles of narrow strips that ought to have gone into the shipping-room for banding cards, etc., carefully hoarded up until the edges faded, and then reluctantly consigned to the waste-bag. The best way is to cut the scrap up at once or throw it away, being careful to cut

your stock and buy your stock to the best advantage for size. It is not so extravagant as it sounds to the man who has never tried it.

A Good Idea.

During a recent call on a fellow printer who has the reputation of being a careful and correct estimator, we noticed on his desk a pad of slips about 3 by 7 inches, printed with a list of items of some kind, which aroused our curiosity. On inquiring, we were told that at one time he had made several mistakes by leaving out items from his estimates, and that he had made a list of all the items he could think of as entering into any job of printing and classified them according to departments of the plant, and used it to check up each job by carefully going over his estimates by it and checking up every possible item. After using it for a while he found other items to add, and kept on until it was practically complete. Then he discovered that by first dividing his job up into sections according to the sequence of the work, and checking up a list of the items entering into it, he was more sure of getting everything in. This led to the use of a slip for each estimate, on which he first checked the items and then rechecked them as they were figured. He says it adds five minutes to the time required for each estimate, and has saved hundreds of dollars in the last six months. It looks good to us.

Who Pays for It.

Many and various are the temporizing excuses offered by mistaken printers for not installing a good standard cost system in their plants, and being guided by its findings. Some are palpable misunderstandings and misconceptions that are readily explained away; but the most curious and amusing to an old organization worker is the one that "It costs so much and takes so much time that I can not afford to consider it now. Some time when I am doing better I will take it up."

In most cases the man who makes this excuse really believes it, and thinks that the steps necessary to find out the real cost of his product is an addition to the dead load of expense the establishment must carry. This is not the truth.

Let us consider. The statistics of the printers' boards of trade throughout the country have shown that only about twenty-five per cent of the total volume of work done by any printer is the subject of competitive estimating, and that on only a small proportion in addition are prices asked to get a line on the amount of expenditure involved. Let us say one-third of your work is gotten on estimate, which is a very high percentage. The other two-thirds is usually sent to you without a bid, and you are expected to place a fair price upon it. With a cost system you will.

Suppose a plant is doing a business of $30,000 a year; that will give $20,000 without estimate. For the sake of argument we will say that it costs $500 a year to carry on a cost system in this plant, and that by means of it every job is being correctly priced; that means two and one-half per cent on the $20,000, or about one and three-quarters per cent on the total business for insurance against loss by failure to charge each job with all the cost incurred in producing it. Would you lose any business if you added that two and a half per cent to the price. Positively not any worth mentioning. Then upon it the customer would pay for the cost system.

This, however, is not correct, for the cost system by showing up the leaks and forcing you to stop them will actually reduce the cost on those jobs, and the saving thus made will either allow you an extra profit or reduce the price to the customer to the point where the cost plus profits expresses the true figure. Then the cost system pays for itself, and usually a large extra dividend besides.

Study this view of the subject a little, and you will see the cost problem in a new light. It is a species of insurance that no sane business man will ever be without, once he understands its workings.

The small, so-called "one-man plant" needs it just as much as the larger manufacturing printer. Their problems are the same, and in every case the cost system, properly installed, will not only not cost anything but will pay a handsome profit in addition.

The Basis of Calculation.

One of the most ludicrous features of the printing business is the estimating done by many otherwise sane followers of the craft of the immortal Ben. A prospective buyer of printing goes shopping, and, not having any real technical knowledge of the business, gives each printer from whom he asks a price vague ideas of what he wants, from which the printer builds up an imaginary specification and makes an estimate — no, a bid — and the customer, not knowing how to tell the real difference between specifications, does not examine them even if he gets them — which to the disgrace of the craft he frequently does not — simply compares the total prices and gives the job to the lowest bidder, unless he can persuade the higher one to drop to meet his idea of price. It has always been that way! Yes, and always will, until printers learn to consider the ultimate unit in their estimating.

Any wise business man knows that two printers quoting prices varying from one-fourth to one-third the total are not figuring on the same thing, unless one has made a mistake, and as a buyer he is entitled to profit by the sellers' mistakes if he can. But that buyer had a certain idea in his mind when he asked a quotation, and, like the man who goes to an architect or builder, he expects his idea to be elaborated and reduced to a tangible reality. He does not know or want to know how many type or how many pounds of ink are to be used or any of the details, except as the printer in his foolishness has educated him to expect such things to be told or shown him, and he has no right to know. What he wants and is entitled to is a detailed specification that will identify the job as to style and quality, quantity and size, so that he can if he so desires get another corresponding estimate to check up the honesty of his printer. We say honesty advisably. Not because we believe the majority of printers are dishonest, or even a fraction of them; but because as a business man he can not reconcile the enormous differences in price he has been quoted on what he thinks is the same job.

So much for the customer's point of view. He has ample justification for it, because printers as a class have never been taught the science of estimating and making quotations. Yes, estimating is as much a science as any other analytical and synthetical laboratory work. It consists in carefully dissecting the specification or the job into the ultimate units of production, and the farther this dissection is carried into simple acts and motions the more correct will be the estimate. An architect will analyze his building down to so many yards of digging, so many perches of stone of such a size and quality, so many pieces of lumber of such and such a size and so on, and write out careful specifications for the guidance of the workmen and make drawings with the dimensions and fittings all marked carefully. The printer, working with more valuable material because it can not be used again if mistakes are made, simply guesses at so many hours for this, that

and the other operation and adds up the guesses, and thus often on jobs that are as costly as building a house.

It is just as possible for the printer to be guided by previous experience as the architect, and just as easy to figure that such a style of page in such a size of type will take a certain number of hours to set up and so many minutes to prove and correct, because that is the average of the records of such pages — not in his shop but all over the country — as it is for the architect to know and figure that it takes a certain average time for a laborer to dig out a hundred cubic yards of clay and so many team-loads to carry it away.

The difference is that the architect and engineer are governed by the great law of averages that they have been taught in their schools, and take the average known products as their guide, while the printer thinks he is a law unto himself and that he can do things better and faster



THE CRITIC.

From an advertisement of J. G. Schelter & Giesecke, Leipsic, in *Typographische Jahrbucher.*

than his fellows, and is above and beyond the law of average. He does usually until the sheriff drives him to either quit or reform.

Printing is a mechanical manufacturing business, the critics and art faddists to the contrary notwithstanding, and as such is reducible to a series of basic operations that can be separated from each other and gaged and averaged so that there is a sound basis for calculation as to what may be expected. The knowledge of this basic unit value of each operation constitutes the stock in trade of the good estimator together with the ability to analyze the proposed work into those units.

In the pressroom this has been partially done when we separate the make-ready, running, slip-sheeting, etc., but that is only the beginning. This should be carried farther and make-ready itself divided into several unit operations, some of which do not occur in all forms. The same division should be made in other departments, and records kept of each unit until a sufficient number have been made to give an average. This has been done in the machinery business for years, and in the engineering trades, until they have established averages that are so nearly correct as to be safe, and they were ready for scientific management and efficiency when they were brought to the front.

Until this is done it will be impossible for the printer to make scientifically correct estimates of the probable cost of work or to get the best out of his plant. The basis of calculation must be correct, and must be uniform with the basis of production, and both based upon actual averages; but do not forget that an average must be a live one, and that the actual average will change from time to time, so long as a composite operation is taken as a basis of calculation.

AVERAGE NUMBER OF TYPE CHARACTERS TO A PICA EM.

Some time ago George D. Hartley, a patent attorney specializing in typographical machines, of Brooklyn, New York, made inquiry of THE INLAND PRINTER as to the average number of letters to a pica em in the different-sized types. We advised our correspondent that this would be a difficult problem to solve on account of the difference in thicknesses of letters of the same size as to depth. Our correspondent, however, believed that an average could be struck, and later compiled a table, which will undoubtedly interest our readers. The letter from Mr. Hartley, giving the result of his efforts, follows:

I am duly in receipt of your letter of the 18th inst., with that of the 6th inst., regarding my inquiry as to the average number of characters to a pica em, and I note the reply given to you by "the best authority in this country." In the interval I had worked out this matter pretty exhaustively, for all faces from five-point to fourteen-point, in the faces supplied by the American Type Founders Company, and give you the result below:

	AVERAGE NUMBER OF CHARACTERS IN:		
Face.	One pica em.	13 pica ems.	18 pica ems.
5-point.	4.3	56.5	77.3
5½-point.	4	51.5	72
6-point.	3.77	49	*68
7-point.	3.39	44	61
8-point.	3	39	54
9-point.	2.863	37.2	51.5
10-point.	2.652	34.5	47.7
11-point.	2.58	33.5	46.4
12-point.	2.306	30	41.5
14-point.	2	26	36

* By other method, 70.

All characters, punctuation marks and spaces are included. This estimate was taken on straight matter entirely. The method consisted in counting the number of characters in as many lines of each face as could be got, and subdividing by the total number of pica ems. Thus error was reduced to as low a point as possible.

Should you be able to collect any further data I would like to be advised of same. And I will, in time, send to you tables for the faces of the Independent foundry people, worked out on the same principle.

Thanking you for the trouble which you have taken, and appreciating your courtesy, I beg to remain, Yours very truly,

GEORGE D. HARTLEY.



THE KINGDOM OF THE AIR.

From a painting by Felix O. Schmidt, Palette and Chisel Club, Chicago.
Plate engraved by the Globe Engraving & Electrotype Co., 711 South Dearborn street, Chicago.

MEETINGS

Card Manufacturers Make Merry.

"The Sample Card Manufacturers' Association" is the youngest of New York's graphic-arts organizations. It celebrated its first birthday by giving a dinner at the Union Square Hotel on the evening of Saturday, December 7.

More than ninety covers were laid, and sandwiched among the songs and speeches were several presentations. Henry Duschnes, the president, was twice interrupted in his opening speech — once to receive an ivory gavel, as emblematic of the association's regard for him as an officer; the other interruption was to permit of the presentation of a pair of diamond-studded cuff buttons as tokens of the esteem in which the president is held as a man. D. W. Gregory, the secretary, was also the recipient of gifts — a purse filled with gold coins and a watch and watch fob. The occasion of Mr. Gregory's popularity is declared to be his efficiency as an official, and particularly in connection with the satisfactory settlement of an incipient labor trouble. Among the speakers was Arthur Brisbane, who explained the workings of the parcels-post law.



SAMPLE CARD MANUFACTURERS' ASSOCIATION IN ANNUAL DINNER
At Union Square Hotel, New York, December 7, 1912.

Third Conference of Teachers of Journalism.

Twenty-five teachers of journalism, representing twelve universities and colleges, attended the third meeting of the American Conference of Teachers of Journalism, held at Hotel Sherman, Chicago, on November 30. A permanent organization was effected, the following officers being elected for the ensuing year: President, W. G. Bleyer, University of Wisconsin; vice-president, James Melvin Lee, University of the City of New York; secretary and treasurer, F. W. Harrington, University of Ohio. Members of Executive Committee: Talcott Williams, Columbia University, and F. W. Scott, University of Illinois.

Dr. Talcott Williams, head of the Pulitzer School of Journalism of Columbia University, New York, read the principal paper presented for discussion. The topic of Doctor Williams' paper was "Technical Instruction in Journalism," and the discussion which followed was participated in by Prof. Charles Dillon, of the Kansas Agricultural College; Frank Le Roy Blanchard, of the *Editor and Publisher*, New York; Rev. J. E. Copus, Marquette University; Prof. J. W. Cuniffe, Columbia University; James Keeley, editor of the Chicago *Tribune* and founder of the school of journalism at Notre Dame University; Prof. J. W. Piercy, University of Indiana, and Prof. N. W. Barnes, of De Pauw University.

Statistics compiled by Dean Williams of the University of Missouri, and presented by Prof. Frank L. Martin, who represented that institution in the conference, showed that thirty colleges and universities in America are now giving instruction in journalism. In three of these — Columbia, Missouri and Marquette — professional schools have been organized, while in seven others — Oregon, Notre Dame, Kansas, Washington, Wisconsin, Iowa College of Agriculture, and Kansas State Agricultural College — separate departments have been established.

A feature of the conference of special interest to both printers and publishers was an address by Prof. Merle Thorpe, of the University of Kansas, in which he favored the teaching of cost-finding methods to students of journalism. The professor said that there were in his State 610 weeklies and 70 dailies, not one of which knew what its white space is worth. Seventy per cent of this number were mortgaged. One country weekly with which he was acquainted carried two and one-half pages of advertisements and the proprietor thought he was doing well until Prof. Thorpe proved to him that if he had thrown out all of the advertisements and used plate matter at $2 a page he would have been $200 ahead on the year's business. Lack of a knowledge of costs was responsible for this situation and not lack of equipment.

Dr. Talcott Williams did not agree with Professor Thorpe, stating that the financial conduct of newspapers is

a matter entirely apart from professional journalism as it should be taught in the different schools. No action was taken on the question.

It was decided to establish a lecture bureau for the purpose of securing the services of well-known editors and writers as lecturers to the students in the various colleges and universities.

Annual Meeting of New York Printers' League.

There were about one hundred and fifty present at the sixth annual meeting of the New York branch of the Printers' League of America, held at Hotel Martinique, New York, November 20, 1912. Among the speakers were Dr. John Lovejoy Elliott, of the Hudson Guild, who spoke on "The Training of the Apprentice"; Rev. Dr. Curtis Lee Laws, "The Influence of Printing on the World's Development"; John Alden, "The Relation Between the Newspaper and Printing Business"; John W. (Jack) Armour Isaac Goldmann, James A. Dunn, Mrs. L. M. de Weiss, F. C. Stevens, George W. Green, William H. Van Wart, C. M. Smith, A. W. Hudson, Jacob A. Schilling. Executive Committee of the Whole (Printers' Branch): Charles Francis, G. F. Kahlkoff, J. A. Dunn, John Nolty.

Bronx Master Printers Hold "Beefsteak" Party.

That the Bronx Master Printers' Association has been substantially gaining was shown at its Beefsteak party, held on December 11, at the Melrose Turn Hall, 685 Courtlandt avenue, New York. The result of the work on the part of J. Rosenberg, of the Bell Press, its president, and Robert A. Cools, of the Kiesling Company, its secretary, showed a strong response, practically every printer in this section taking part and assisting in making the evening interesting and entertaining.

Formalities were preceded by the association's first annual meeting, it being a year since its inception. The



SIXTH ANNUAL DINNER OF THE NEW YORK BRANCH OF THE PRINTERS' LEAGUE OF AMERICA,
Held at Hotel Martinique, New York, November 20, 1912.

(Professor Cutterpryce, University of Yubadam, California), "Why the Siberian Musk Ox Will Not Eat Clam Shells."

Preceding the banquet and speechmaking a business meeting was held. It was decided that hereafter the league's literature would be divided into two classes — a booklet (to be sent to members only) containing all scales, shop-rules and decisions of the joint conference committee, and a second booklet (to be sent all printers) giving a full synopsis of the league's work, its forms of agreements with the unions, constitution, etc.

Charles Francis brought to the attention of the membership the National Exposition of Printing Machinery, Publishing, Advertising and Allied Trades, to be held at the Grand Central Palace, New York, April 19 to 26, stating that both the national and local printers' leagues would have headquarters at the exposition. Mr. Francis' plan was indorsed by the league.

The following officers were elected for the ensuing year:

President, Charles Francis; vice-president, Floyd E. Wilder; treasurer, William Davie; secretary, D. W. Gregory. Executive Committee: Joseph J. Little (chairman),

fact was pointed out, however, by Robert A. Cools that the work thus far accomplished was really only preliminary and that no formal organization had been established. In view of this he presented a motion designating that a full complement of officers be nominated and elected, which was enthusiastically carried. The following were elected: J. Rosenberg, president; Charles D. Steurer, vice-president; Louis Schutte, treasurer; Robert A. Cools, corresponding secretary; J. B. Schufeldt, recording secretary.

Charles Paulus, manager of the New York Typothetæ Board of Trade, followed the business of the meeting with a well-delivered address on the "Advantages of Printers' Organizations." A fitting response was then delivered by Charles D. Steurer, proprietor of the *North Side News*, stating the purposes of the Bronx printers and giving a very logical prediction of their future.

The efforts of the committee in arranging the entertainment deserves commendation. An excellent program held the printers in a humorous mood until early hours of the morning, and helped considerably to bind those who formerly treated one another with suspicion. The Bronx Master Printers' Association is firmly established.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

The Permanence of Vermilion.

(1378) Recently the writer was privileged to examine a number of rare mezzotints and Old English color-prints that were exhibited in Chicago by Ackermann & Son, of London, England. The subjects depicted by the color-prints were principally related to the sports of that time, such as fox-hunting, steeple-chasing, cock-fighting, coaching, etc. Many of these prints are the work of famous artists of the latter part of the eighteenth century. The most striking feature noted is the brilliancy of the red which appears so prominent in the costumes of the ladies and gentlemen of that period. This red is of the vermilion order, and has maintained its brilliant tone through all these years quite unimpaired. No doubt this condition is due partly to the absence of the pernicious gases which in the present day are so active in destroying the luster and tone of color, and possibly to the protection afforded by the glass, for these framed pictures have hung for over fifty years in the country house of an English gentleman and were sold after his death to the original printers of the series. The vermilion is prepared by a special formula by Ackermann & Son, and it has been held in high esteem by artists and engravers.

Newspaper Heading Blurs.

(1420) Submits a clipping of a newspaper heading that shows quite a blur, which begins about six points from the line and ends where the printing begins. The publisher writes: "We print our weekly on a Country Campbell press, and have lately been having trouble, as enclosed clipping shows. Have used press for years, and it did excellent work until last few months. It blurs occasionally, sometimes much worse than clippings show. It does not blur continually or at regular intervals — sometimes every twentieth sheet and sometimes more or less. Please advise us."

Answer.— There are several conditions that may lead to slurring as noted on heading, and we would suggest the following as probable causes: (1) The feeder may have crowded the sheet to the guides. Watch the feeding of the sheets closely for about five minutes and then go over all that were printed during this interval. If you find some that are slurred when all have been fed properly, it will eliminate the feeding of the sheets as a cause. (2) See if the tympan top sheet is snug and tight. It should not be baggy. If you find it correct, it will leave this cause out also. (3) Remove the registering rack or segment and run for about fifteen minutes without it. Before doing this, mark its position carefully on the bed of the press or cylinder bearer, so that you can return it again to its place. Tighten all the gibs on the sides of the bed tracks before starting, so as to hold the bed and not allow too much freedom. If this treatment affords no relief, test the bearing of the cylinder on the bed-bearers by strips of paper placed on the bed-bearers with a form on. Bring the cylinder around on to the impression and try the strips. If it is found that the cylinder does not bear firmly on the bearers, it should be brought to a firm bearing, and there is less likelihood of a slur from this cause.

Irregularity in Register.

(1345) Submits an impression of a vignette half-tone plate, 4 by 5½ inches. The print is in black with varnish tint run over it as a second impression. This impression is not properly registered with the black, hence the following letter from the printer: "I am sending herewith proof-sheets of an air compressor printed with a transparent tint over black, which is submitted for your inspection. You will observe that the tint does not seem to take uniformly over the half-tone, and at some places the black appears unaffected by the last impression. Your explanation as to why this result should occur will be very greatly appreciated. The plate is printed with a half-tone black and a tint base, to which a trifling amount of medium green was added. The same make-ready was used for both impressions, except that one sheet was added to the cylinder previous to printing the tint."

Answer.— The trouble does not appear to be due to the ink in any way, nor to the amount of impression applied. From an examination made under a magnifying glass we would ascribe the unusual appearance to a vagary in the register. It occurs in this manner: At top of the plate the register is out just the width of a dot, so that the white spaces are filled with the tint and an even balance of the color effect results. The extreme right and left ends of the plate appear the same as the top, the color effect being equally divided between the green and black. The middle part, toward the bottom of the plate, is out less than a full dot in register, which causes the middle tones to carry the following combinations: You have one-half of a green-black and one-half of a black dot where the green laps the black; also one-half of a white dot and one-half of a green dot. This effect is the result of the register, and is more noticeable in the center of the plate for this reason. The effect would have been different had the tint-plate been of a different screen angle. This, however, would necessitate two plates and a make-ready for each plate.

Sheets Pull Out from the Grippers.

(1374) Submits two copies of a country newspaper — one has correct margins, while the margins of the other are imperfect because the sheet was not fed to the guides properly or was pulled out afterward. The printer writes: "For some time we have been having trouble with the cylinder press on which we print our paper, and I am writing you to see if you can suggest the cause of our trouble. The trouble is the failure of the sheets to deliver as they should. The press is a rebuilt two-revolution machine.

which does good newspaper work aside from this one trouble, which cause I am unable to locate. I am enclosing two sheets of last week's issue. You will note that on No. 1 the margin is about right, but that on No. 2 it is off nearly half an inch. This is what causes the trouble, for when the margin is off, the grippers on the delivery-wheel can not take the sheet and consequently it goes on around the cylinder onto the rollers and everywhere that it should not go. We put the forms on and start the run, after the margins are set as they should be. Sometimes it will run for quite a while without any trouble, and the margins will remain the same; other times the margins will change from a half to a quarter of an inch with the second paper. If we feed a sheet to the gages and run it through the press by hand the margins are all right, but when run by power it varies as above. It matters not how the papers are fed, the trouble is the same, though I have noted that when the stock is wrinkled it causes more trouble than it does when the stock has been laid out flat for a few days. I have studied this thing for some time, but am unable to locate the cause. The guides rise at the same time that the grippers take the sheet, or just a trifle before, as they should."

Answer.— We judge the trouble is due to the grippers pushing the sheet away from the guides, or possibly they do not hold the sheet firmly to the tympan. You probably can locate the cause of the trouble by the following procedure: Feed a sheet to the guides and turn the press so the grippers take the sheet. Do this slowly and note how high the guide has raised. When the grippers have closed, also note if the grippers or the guides move the sheet back while it is taken. If the guides have raised more than an eighth of an inch before the grippers bite the sheet, you should reduce it so that it will be about one-sixteenth. This can be done by the cam that operates the guides — shift the cam. The next thing to ascertain is whether the grippers hold the sheet firmly. Try pulling the sheet from the grippers and note if it draws out. It should not; on the contrary, it should tear first. If you find the sheet pulls out, then you must increase the strength of the gripper bite on the sheet. Try each gripper and see that each and all hold the sheet firmly. If any are found that allow the sheet to slip out, they must be tightened so the sheet can not draw out. It may become necessary to increase the stress of the gripper-spring. If you take a sheet of heavy wrapping-paper that will be as wide as the space between the cylinder bearers, fold it and hang it on the sheet-bands, allowing the lower end of the sheet to come quite near the form, it will, to some extent, prevent buckled sheets catching and getting on the rollers. This sheet should be well oiled, and securely fastened at the top. The sheet bands should be evenly spaced, and should not bear too strongly against the cylinder.

Vignette and Half-tone Presswork.

(1377) Submits an 8 by 11 inch circular printed on enamel stock. A vignette half-tone plate, 4½ by 6 inches, surrounded by type, occupies the center of the sheet. The outer edge of the plate shows a faint hair-like line which mars the appearance of the vignetting. The letter accompanying the specimen reads: "We would appreciate very much a criticism upon the presswork of the half-tone in the enclosed circular. The pressman used ———— half-tone ink and a print tympan-sheet. He cut out to the depth of seven or eight sheets of paper, and consumed several hours' time, with the apparent unsatisfactory result. We will be very glad if you will tell us how this vignetting can be perfected. Where can we get information upon half-tone presswork in general?"

Answer.— The letter does not give all the particulars we would like to have. For instance, we would like to know whether the plate is an original or an electro; also if it has been used before. These points will have a bearing on the conditions the pressman had to deal with. The ink and paper are all that can be asked for, and the time expended is no more than should be used to produce a good make-ready for such a job. However, as it stands, probably the pressman did the best he could under the circumstances. An analysis of the work will show first of all the block was too high, hence the cutting out of the tympan so many sheets. If the pressman is not provided with blocks that are mounted properly, and if he has no means to reduce them to proper height other than a rough piece of sand-paper, then he is not to blame. The use of print for a top sheet and wholly for a tympan may also be due to the failure of the house to provide proper materials to work with. Pressmen should be provided with suitable thin book and print papers for tympans — French folios and tissues for spotting-up, and hard manila in the roll for top and foundation sheets. Without these it is useless to attempt to turn out good presswork of any class, whether letterpress or vignette half-tone work. Where the major part of the work is on vignette half-tone plates, it is advisable that the overlays be made wholly by the mechanical process, either chalk or metallic. There is no use temporizing in the matter. Shops using hand-cut overlays exclusively can not compete with those using the mechanical overlays, either in quality or output; they are absolutely disqualified. In cases where hand-prepared overlays are necessary, the first step toward satisfactory presswork should be taken before the form is made up for the press. The height and accuracy of the mounting should be ascertained. Half-tone mounts are usually found to be type-high at least, which for vignette work is objectionable. If the plant is not equipped with a Miller saw-trimmer or other apparatus for standardizing or reducing the height of blocks, the pressman is obliged to waste considerable time in reducing the height of the block by the old-fashioned method of rubbing it down on a sheet of sandpaper, which in itself is a makeshift and never yet gave sufficient accuracy to a block to enable it to print without tilting, unless the top of the block was rubbed instead of the bottom. When the block is finally diminished in height, say about .006 inch, then a few impressions should be taken on thin book paper. From these an interlay may be made which will consist of two or three pieces that will take in the subject and not include the outlying high lights nor the vignette part of the plate. If a proper selection of thin paper is made and the cut-out parts are attached to the under side of the plate in register, then the plate need not again be removed from the block. Its height with the bits of paper beneath the plate should still be less than .918 inch to allow for the overlay, which will ordinarily consist of two or three thin pieces of book paper together with spots of folio and tissue. The overlay will be trimmed in such a way that the vignette edge will have no pressure so as to reveal a line of dots; these will, as a result, fade away and blend with the paper. In this work success depends entirely on the skill of the pressman, and if proper preparations are made, as outlined before, even electros may be made to yield satisfactory edges. However, all this takes time and discrimination. You can secure valuable information on the subject of vignette and half-tone make-ready in the "American Manual of Presswork," price, $4; and "Modern Presswork," price $2; sold by The Inland Printer Company.

THE beauty about a thirst for knowledge is that there is no "Morning after." — *The Craftsman.*

ELECTROTYPING & STEREOTYPING

BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

Stretching of Curved Plates.

(1392) K. F. C. writes: "Is there any way that has been worked out by which the stretching of curved plates may be overcome?"

Answer.— There are two methods in use, one of which is to first bend the plate with face in, then straighten it out and bend it with the face out. The other way is to finish up the plate as an ordinary flat plate, and, after it is so finished, back it up on the front to the same depth that it is backed up on the back, using a blacklead plate to prevent the metal from sticking. This places the printing surface of the plate exactly in the center of the cast and the entire cast is then curved. The metal backing on the front of the plate is then removed and the surface of the plate is found not to have stretched.

Blowholes in Stereotype Metal.

(1390) G. S. K. writes: "I have about a ton of stereotype metal in constant use, run soft and cold, that becomes full of blowholes along the saw edge. I clean it every week, but it is in bad shape. Can you offer any suggestions?"

Answer.— Stereotype metal becomes hard with continued use and should be occasionally softened by adding a little refined lead. Some judgment should be used, of course, to avoid getting the metal too soft. If this is not the cause of your troubble, it is probable that your metal has separated — that is, that the antimony has separated from the lead. Since the ordinary casting heat of stereotype metal is not sufficient to melt antimony unless mixed with other metals, it remains in crystals and retards the flow. The remedy for this is to bring your metal to a degree of heat sufficient to melt antimony (840° F.), stirring it all the while so thoroughly that it will be well mixed. Unless your metal responds readily to one of these remedies we would advise you to exchange it for a new batch from your dealer.

Shrinkage in Electros Affect Register.

(1389) The K. P. Company writes: "We are sending herewith illustrations of our two-color troubles. They are copies of the page before and after electrotyping. You will notice that it was in register on my original plates, but not so on the electro. I'll have to split the plate. Where did the electrotyper go wrong, or is it because electros won't fit anyhow? These pages were originally made up of linotype, type, and original half-tones on block. We put the black and red each on a press and registered them in. Must we go through all that trouble every time and then get a bum electro to boot? I will appreciate any information you may give me."

Answer.—As we understand it, you locked up two forms for the electrotypers — one black and one red — and these forms before going to the electrotyper were properly registered, but the plates received from him did not register. The only explanation we have to offer is that the shrinkage was probably not uniform. The electrotyper undoubtedly built up the molds in the open spaces. He probably would have had better success if he had shaved his cases and then routed away the superfluous metal after the plates were cast. In some foundries no special difficulty is encountered in registering jobs of this kind, but about the same amount of metal is kept in each plate, and the open spaces in the finished electrotype are routed away.

For Special Electrotyping Method.

(1201) F. R. W. writes: "Have been having some electrotyping done entirely different from the ordinary letterpress work and find it difficult and expensive to get the electro people to do it the way I want it done. I want to find out the voltage and amperage necessary for a small tank of about twenty-five or fifty gallons, also the correct solution for the tank, etc. Could I obtain the information from your book? Would it be possible to run a twenty-five gallon tank with a battery or would it be possible to get a dynamo that small? I have no use for ordinary electrotyping machinery."

Answer.— In order to answer your questions intelligently we must know: (1) Do you wish to do electrotyping or electroplating? (2) How many square feet do you wish to deposit at a time? (3) In what period of time must the work be done — that is, rapidly or slowly. For ordinary electrotyping you should figure from twenty-five to fifty amperes a square foot of cathode surface. For instance if you wish to deposit 10 square feet at a time, you would require a dynamo of from 250 to 500 amperes' current capacity and about three volts' tension. It would be possible to deposit with a battery, but would not be economical or advantageous in any way. A good depositing solution for electrotyping may be made by dissolving sulphate of copper in clean water until a Baumé hydrometer registers 18°. Then add sulphuric acid until the reading reaches 21°. Depositing-dynamos as small as 150 amperes and five volts may be purchased from the manufacturers.

Battery for Making Female Shells.

(1391) F. R. W. writes: "I would like to have you answer the following questions and give any other information you may choose: I want to get a battery to make female shells directly off the type-forms. Have had some made, but the electric people do not care to do that kind of work. Each shell has about three square inches. It took eight hours in an ordinary electro bath to make the strong shell necessary. The bath was agitated. The ammeter showed a difference of about four amperes when the form

was put into the solution. I expect to make ten or twenty shells at a time — that is, 60 square inches. What kind of a battery would you recommend? I expect to agitate the bath, and think the work will take a high voltage (4 or 5) and amperage (150) per square foot, but do not think that I can afford a dynamo. What is the amperage and voltage of the electrotype battery (Fig. 1) in your book, 'Electrotyping'? For how long a time will it give the normal current? Would like to know the names of one or two firms selling platinized silver plates. Could you give me an idea as to what size plates to use and how many of each?"

Answer.— We do not believe that a battery is practicable for making shells directly off the type-forms. The Smee battery has a voltage of only one, and if you wanted to have a voltage of 4 or 5 you would have to have four or five batteries, and the cost of the silver plates, zincs and solution alone would exceed the cost of a small plating dynamo. In addition to this, there is a disagreeable odor to it, and the batteries are a constant care. The solution has to be renewed frequently and the plates cleaned often, and it is a dirty, disagreeable job to take care of them. We know of no firms that are selling platinized silver plates now, for the battery method of depositing copper is obsolete.

WHY APPRENTICES NEED SUPPLEMENTAL INSTRUCTION.

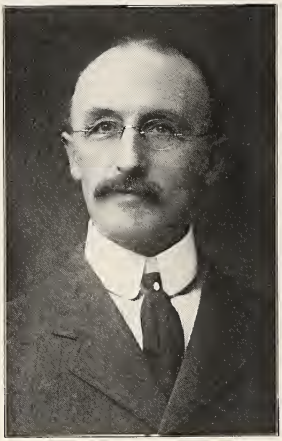
Joe Chapple, in the *National Magazine* for November, writes that never before did he understand the art of printing so thoroughly as after listening, with the many students taking the post-graduate course in printing at the Harvard Summer School, to one of the inimitable lectures of Herbert L. Baker, of the C. B. Cottrell Company. The progress of modern printing was traced from the eighties.

"Perfected modern printing," said Mr. Baker, "is less than thirty years old. It really dates from the time in the early eighties, when means were found for etching cheaply with acids on metal what the engraver had previously cut slowly and expensively on wood. Quickly followed the 'half-tone' etching, which exactly reproduced the photograph for the first time in history. Then came the bewildering development of color-printing and other processes innumerable. Along therewith came new inks, new papers, new machinery, in breath-taking succession. Rotary presses made possible fine illustrated magazines at a popular price, and a national periodical literature was born. With nationally circulated periodicals came nation-wide demand for advertised articles. This made necessary thousands of catalogues showing goods not everywhere in stock. Printing received a tremendous impetus and increased until it now ranks as the sixth great industry. Competition for trade has produced more and more expensive campaigns of advertising with printed matter in enormous editions. Special machinery has been devised to meet all the varying demands for printing and binding, in order to secure higher quality, and at the same time reduce the cost. One printing-press concern alone has in its vaults, accumulated during the last twenty-five years, designs and drawings of improved machines which cost more than one and a half million dollars. And every department of printing machinery manufacture can tell similar tales. The process of development is still going on.

"But where to find the men to so manage these marvelous facilities as to get the most out of them and thereby translate them into terms of highest usefulness to humanity?

"Thirty years ago the implements of printing were few and simple. There were only a few styles of type, only two or three types of presses; but a few varieties of paper and ink; work was mostly by hand, and the whole gamut of facilities and processes simple and easily learned. A boy had plenty of time to learn the entire trade, go into business, learn the business end by hard knocks, and win success before becoming gray. But now — well, a boy has not sufficient time to learn more than one small branch and become a specialist in one department. There is too much to learn for one to grow up through the practical departments of the business into the commercial end with hope of large success.

"And yet the commercial end requires trained men as never before. The growth of great printing and publishing concerns calls insistently for trained men to manage their manufacturing and business departments. They must perforce be bigger and broader men than those who have spent their school years in learning the rudiments of a trade. Here a new profession develops, one requiring just as big men and just as much training as any other profession — an 'architect of the printing business,' not laying brick or cutting stone, but knowing how to get practical results — a 'musician' who knows the possibilities of all the instruments of the printing art and able to direct them into mighty business harmonies.



HERBERT L. BAKER,

One of the best-known printing experts in the country.

"Harvard College has lately added to its curriculum a course in printing to supply this need. Her printing students must know something of the practical work of printing, what machinery is available, what each machine and each process is best fitted for, how to determine costs, how business is conducted, something of modern requirements and a glimmering of the means of supply — in short, a broad survey of the art as a whole, such as is utterly impossible to one whose attention is concentrated on narrow mechanical processes. This special training of minds already developed on broad general lines by a previous college course, will, under Harvard's tutelage, equip young men to enter executive positions on the business side of printing — useful assistants to owners and managers, with no limit to what they may achieve with the right energy and ambition."

Translated for THE INLAND PRINTER.

THE COMPOSITION OF HIEROGLYPHIC TYPES.*

BY N. J. WERNER.

IN the issue of November, 1910, of the *Bulletin Officiel*, the organ of the Master Printers' Association of France, appeared an article on "La Composition Hiéroglyphique," by M. Albert Geiss, of the printing-office of the Institut Française du Caire (French Institute of Cairo), from which we gather some interesting facts concerning the composition of movable types for printing hieroglyphic texts, as well as of the characters themselves.

The hieroglyphic writing of the ancient inhabitants of the valley of the Nile, current some five thousand years before our era, was for a long time a veritable enigma to the whole world. This series of representations of men, animals, plants, objects, and other signs indeterminate and of bizarre appearance, had perplexed the travelers and the savants who noted their presence upon a large number of old monuments still existing in Egypt.

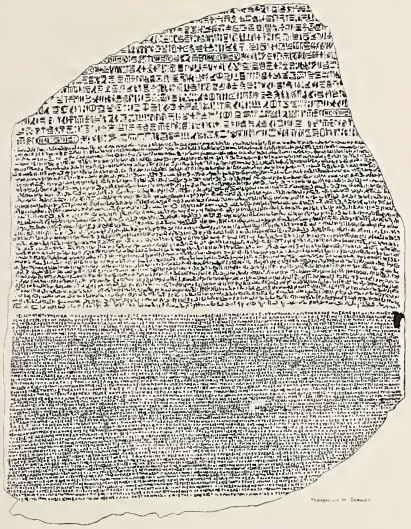


FIG. 1.— The Rosetta stone.

In the sixteenth century a certain Frenchman, Pierre l'Anglois, author of a work entitled "Discours des Hiéroglyphes Ægyptiens, Emblemes, Devises et Armoiries," had already assayed to interpret their meaning. A copy of his work is in possession of the municipal library of Lyons, and M. Henri Gauthier has written an interesting article about it, entitled "Un Précurseur de Champollion au XVI^e Siecle," which is to be found in the "Bulletin de l'Institut Française du Caire," vol. v, pages 65-86.

As M. Gauthier says, the work of Pierre l'Anglois brings nothing of value to modern Egyptology; he is noted now solely as being one of those who had made attempts to solve the problem of the hieroglyphs, from the time of the invention of printing down to 1822, when Jean François Champollion published his "Lettre à M. Dacier," in which he first indicated the correct way of deciphering Egyptian writing. M. Champollion, a noted French savant and antiquarian, who was born in 1791, and died in 1832, discovered the key to these hieroglyphs ten years before his death. An Egyptian grammar and hieroglyphic dictionary gotten up by him was published posthumously.

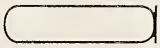


FIG. 2.

It was not until the dawn of the nineteenth century, and thanks to the Bonaparte expedition in Egypt, that there was discovered the medium which permitted the explanation of the mystery through the remarkable efforts of Champollion. In fact, in 1799 a French officer — Captain Bouchard [also found spelled Boussard] — found, at the Julien fort at Rosetta [Rosetti in French], a stela of black basalt, now commonly known as the "Rosetta stone," which Champollion successfully assayed to decipher, and thus for the first time correctly interpreted the Egyptian writing.

This stela, in three languages (hieroglyphic, demotic and Greek), dates from the year 193 B. C., the epoch in which Ptolemy V. mounted the throne. Unfortunately

HIEROGLYPHIC ALPHABET.

Forms.	Values.	Forms.	Values.
	a		h
	à		kh
	â		kh
et	i		s
et	ou		sch
	b		q
	p		k
	f		g
	m		t
	n		d
	r		z
	h		

FIG. 3.

(for Egypt and France), it was taken away, with other precious monuments, by the English, in 1801, when the Egyptian army at Alexandria capitulated, and is now kept in London, at the British Museum. A photographic reproduction of this famous stone is given in Fig. 1.

The Swedish savant Zoega was the first to notice that the signs surrounded by cartouches (Fig. 2) formed, as

* Article and accompanying illustrations used by permission of the publishers of the *Bulletin Officiel*, Paris.

shown by comparison with the corresponding Greek word, the name of the king to whom the stela appeared to be dedicated. But his researches were not more fortunate than those made some fifteen years later by an Englishman, Doctor Young, and it was not until 1822, as before said, that Champollion fitted together all the facts which resulted in obtaining the key to this hieroglyphic writing which had been so much pondered over.

The succeeding discoveries confirmed and augmented the value of the work of Champollion, and to-day we have hieroglyphic grammars which are quite correct. Fig. 3, according to one of these grammars, is an alphabetic list of hieroglyphs, with their phonetic values given in French. The values here given differ, it is true, from those adopted by savants of other countries, notably the German, but we have preferred to indicate those given in French Egyptology, of which the present leader is the noted and venerable M. Gaston Maspero, member of the Institute of France and director-general of the Service des Antiquités de l'Egypte.

However, if one had known only these letters, one would still have had great difficulty in deciphering a hieroglyphic text. They were followed up by the identification of about one hundred and twenty-five other signs which, though of differing forms, are none the less phonetic equivalents of two or more sounds combined. From these we select and present those shown in Fig. 4, which are found most frequently in the texts:

Forms.	Values.	Forms.	Values.
	âa		kha
	oua		âq
	ba		sa
	pa		scha
	ma		ka
	ra		ta
	ha		tha
	kha		za

Fig. 4.

There is also made up a list, shown in Fig. 5, of certain signs called "determinatives," which the Egyptologists noticed as always being found after a series of letters or signs representing a word belonging to the category to which the sign belonged. Thus, the name of a man is always followed by the sign opposite the word "men" in this list, that of a woman by the sign opposite the word "women" in the list, etc. These signs will be more or less easily understood by reference to Fig. 5.

These explanations will be sufficient to show the mechanism of Egyptian writing. It would be going beyond our province, and moreover be presuming too much with our scant knowledge of Egyptology, to continue this prologue.

When the early savants, thanks to the key found by Champollion, had studied and traced the Egyptian monuments and papyri, it came next in order to publish their works and reproduce their copies. At first they used autographic methods for this purpose, and it was not until some years after 1822 that one thought of having hieroglyphic types. The royal printing-office of France was perhaps the earliest to consider the idea, and under Louis Philippe, in 1842, it commenced the cutting of the punches which were the start of the hieroglyphic fonts of that office. The characters were cut by Delafond and Ramé, junior, and the first font was not entirely completed until 1852.

LIST OF DETERMINATIVES.

Forms.	Categories Determinated.	Forms.	Categories Determinated.
	Men.		Houses, buildings.
	Woman.		Peoples of the desert.
	People, persons.		Meat.
	Divinities.		Fire.
	Ancient gods.		Time.
	Goddesses.		Dust, sand.
	Animals.		Liquids.
	Birds, insects.		Marching (action).
	Plants.		Sight (action).
	Trees.		All which appertains to the mouth (actions).
	Earth.		Little, wretched, mean (qualifying).
	Water.		Abstract (sense, things).
	Desert, steppes, foreign countries.		Violence.
	Cities.		

Fig. 5.

To-day the fonts comprise 3,972 signs, of which the majority are on two type-bodies and a certain number of others on three bodies. This series of signs is distributed in sixty cases, aside from the "ordinary case," made up of six sections, of which Figs. 6 and 7 are representations. These illustrations show the cases in use in the printing-office of the French Institute of Cairo. They differ a little from those in service at Paris, but the principle of their construction and the classification of the categories of signs are much the same in both places. Three cases, with forty-nine boxes each, are used for large vases and extra sorts; they end the classification and distribution of these types.

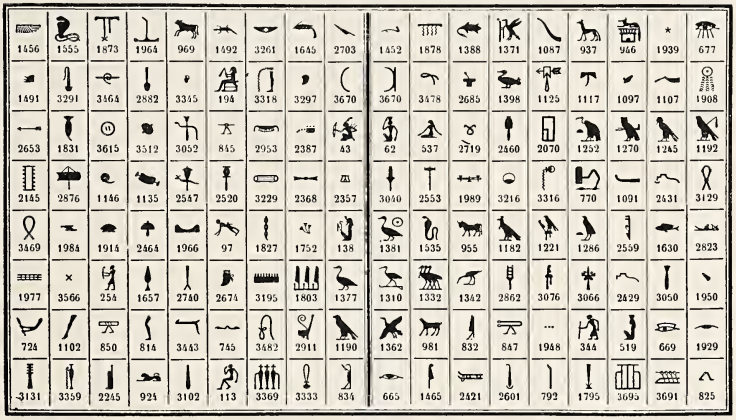
This rich collection, of which the French national printing-office has given material and matrices to the French Institute of Cairo, is located, since 1898, in the printing-office of the Oriental Scientific Establishment, augmented by over eight hundred new and unpublished types. Thanks to its fortunate situation — one may even say at the source of Egyptologic science — the printing-office of the French Institute of Cairo has power to enrich itself with facility,

for in proportion to the new discoveries and the requirements of the printing that follows it must engrave the punches for the new hieroglyphic types. The punches for the majority of the newer characters have been cut by that skilful engraver, M. Hénaffe, of Paris, after the fine designs and the instructions of the actual director of the Institute of Cairo, M. E. Chassinat, who treated the subject very artistically.

The setting of hieroglyphic types may appear to most of our craft a great task, but to those who are habituated to it the work is relatively easy. The hardest labor was in manuscript of a text, and below this its equivalent in typographic characters.

[The elegant lines of writing above are due to the kindness of M. G. Legrain, director of the work in the Service des Antiquités de l'Egypte (Service of Egyptian Antiquities), who made this beautiful copy while at present actively engaged at the difficult excavation labors at Luxor and Karnak. It will be seen that the writer has commenced his lines with the same signs that begin the type lines. It goes without saying that the manuscripts usually given the compositor do not present this peculiarity, the groups being written and the lines filled out as the dimensions of the paper permit. Here the division of the lines is regulated by the measure and justification adopted for this particular work.]

SECOND SECTION.



FIRST SECTION.

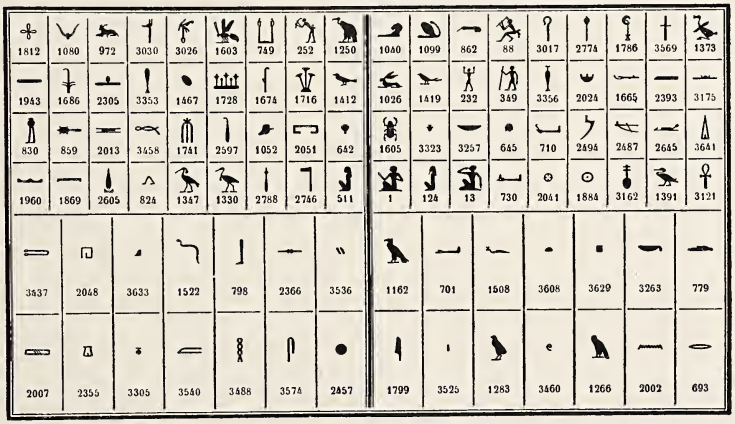


Fig. 6.— Ordinary hieroglyphic cases.

the rational arranging and classification of the material; to compose it then became comparatively almost child's play.

Before going into the details of composition let us present a facsimile (Fig. 8), showing in its upper half some

In the manuscript portion we notice how the signs are grouped. The Egyptian scribes, and especially the stonecutters, were wont to place their signs in square groups. One must analyze these groups and then make them up of movable types, combined with the appropriate blank spaces,

to reproduce as nearly as possible this manner of hieroglyphic writing. To do this it is necessary to have the signs cast on different sizes of type-bodies.

tians are always placed either above or below or joined with others in the same group, have been engraved for and cast upon intermediate bodies, ten-point, six-point, etc., accord-

1 1/8-16	1-13	1 1/4-13	3-13	2-13	2-14	1-14	1 1/4-14	4-14	4-16
1-16	3 1/4-7	1 1/8-7	1-7	2-7	2-9	1-9	3-9	1 1/4-9	2-16
5-10	1-10	1 1/8-10	4-10	2-10	2-5	1-5	1 1/8-5	2 1/4-5	5-5
10-10	1-3	1 1/8-3	3-3	2-3	2-4	1-4	3-4	1 1/4-4	4-4
6-6	1-6	1 1/8-6	3-6	2-6	2-8	1-8	4-8	1 1/4-8	8-8
12-12	6-12	3-12	1 1/4-12	2-12	2-18	1 1/8-18	3-18	18-18	8-18
Cadrats 12	Cadrats 12	1-12	4-12			4-18	1-18	Cadrats 18	9-18

Fig. 7.

The national printing-office of France has adopted three type-bodies as regular ones, taking the following sizes:

First body, 18 typographic points.
Second body, 12 typographic points.
Third body, 8 typographic points.

These body dimensions, be it understood, are for the full-size signs, and the types are cast on the square or em set of each body, as in Fig. 9.

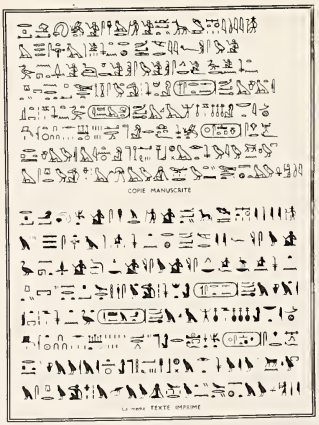


Fig. 8.—Specimen of hieroglyphic manuscript and printed text (reduced to about two-fifths of the original).

Those which have smaller sidewise dimensions are generally cast on sets or widths conforming to their shape and to a definite fraction of the body, as shown in Fig. 10.

Certain single signs of which the effect on the first body would be ungraceful, or which when employed by the Egyptian

ing to their form and with care that the face is supported by sufficient body to facilitate composition and the good distribution of blank space within the groups.

To secure the easy justification of all these elements there has been provided a variety of spaces and quads,



First body. Second body. Third body.

Fig. 9.

graduated in such manner that the compositor can space the groups evenly (See Fig. 7, showing the space case). Thus, in setting the group shown in (a), Fig. 11, the compositor first places the (b) in his stick (he knows that this



On first body is 18 points tall and 4 points wide.

On second body is 12 points tall and 4 points wide.

On third body is 8 points tall and 2 points wide.

Fig. 10.

is on four-point body); then comes the (c), on six-point body; then the (d), on six-point body — the three making up a total of sixteen points. The group having to take up a space eighteen points square, he can place between the



(a) (b) (c) (d) (e)

Fig. 11.

three signs two one-point spaces of the eighteen-point body, which would fill up the space. It goes without saying that the common rules for spacing whites must also be respected in hieroglyphic composition. Hence, in this instance, instead of two spaces of one-point thickness, the compositor

places a two-point space between (b) and (c), as the white space carried by (d) in its upper part is enough to permit of its being set close to the (c).

This group is now correct as to its height. Let us now see to its width. The (c) is cast upon six-point em-set body; it therefore lacks twelve points of filling the entire width — eighteen points — and as the sign must be placed in the middle of the group this space of twelve points must be divided between the two sides of the (c); which is done by using two six-point em quads. All the groups are made up and spaced according to this principle. Each group is temporarily separated from its neighbors by a two-point space; when the end of the line is reached, whatever spacing is required to fill it is added between the groups. There is no extra spacing between words. Sometimes the lines of the original, especially of the lapidary inscriptions, are indicated typographically by numbering them with figures placed above a short vertical line, ordinarily less than ten points long when setting the first body, as shown in (e).

These principles elucidated, let us see how the recognition by the compositors of hieroglyphic signs is facilitated, and how those most used are best placed at his disposition.

To begin, the types are classed in families. Of these there are twenty-eight, which are divided into —

I. Men.
II. Gods.
III. Women.
IV. Goddesses.
V. Parts of the human body.
VI. Mammifers.
VII. Parts of the bodies of mammifers.
VIII. Birds.
IX. Parts of the bodies of birds.
X. Saurians, batrachians, amphibians.
XI. Reptiles.
XII. Insects.
XIII. Fishes.
XIV. Vegetables.
XV. Heaven, stars, earth, water.
XVI. Plans, edifices, parts of edifices.
XVII. Profane and sacred furniture.
XVIII. Measures, balances, divers tools.
XIX. Implements of fishing, of hunting, and of war.
XX. Watercraft, sacred barques, rigging.
XXI. Headdress, clothing, finery, toilet articles.
XXII. Supports of emblems, scepters, symbolic emblems.
XXIII. Music, writing, play.
XXIV. Breads.
XXV. Flat wide baskets, paniers, vases.
XXVI. Cords, lines, knots, packages.
XXVII. Geometric figures.
XXVIII. Objects of indeterminate forms and uses.

This done, the signs which correspond to the letters of the alphabet are placed in two sections of the ordinary case (Fig. 6), as is noted by viewing those in the larger boxes of the first section. Above these, always in the same case, are placed the "determinatives" and the other signs most in current use. The second section contains the hieroglyphs which are next in order of frequent use. This disposition of the signs is also employed for those cast on the second body. A stand for the compositor has three divisions; in the center are placed before him the space case (Fig. 7) and above it the case for the third body; at the right of these the two sections for the signs of the first body (Fig. 6) and at the left the two sections for those on the second body. The compositor has then before him a stand supporting six cases or sections.

In other cases, whose number varies according to the quantity of characters which are in service, are distributed the other types, and it is to these the compositor goes to find the less used characters called for by the copy.

But, it is asked, how do the compositors recognize the many varying signs?

Regardless of scientific lore, they early gave to each of the characters of the Egyptian writing a name by which they could easily identify it. The terms employed, while not scientific, have the advantage of being better to express and understand, and they vary but little from the classification given above. As a rule, the names are descriptive of the forms of the written characters.

Thus, for the compositor (a), Fig. 12, will always be "man," (b) "old man," etc. And, whatever may be the

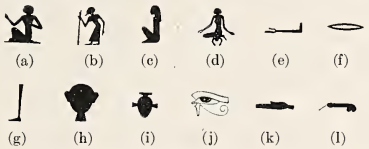


Fig. 12.

shape of a sign of this sort, one knows that it belongs to the category of "man." (c) Represents "woman," (d) "woman in childbirth," etc. It is easy to distinguish the parts of the human body; as, (e) arm, (f) mouth, (g) leg, (h) head, (i) heart, (j) the sacred eye, (k) hand, (l) phallus (the sign of virility).

It is the same with the animals and the other categories of which the shapes recall readily the animal, the plant or the object depicted by the copy. The (a), Fig. 13, is one

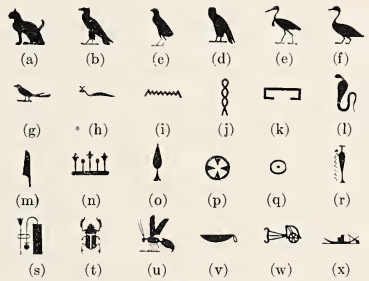


Fig. 13.

which is recognized on sight. Among the signs best known to the compositors, but of which the shape of certain ones approach less to reality, are (b) eagle, (c) chicken, (d) owl, (e) ibis, (f) duck, (g) sparrow, to which the typos, however, care little to give their phonetic values, "a," "ou," "m," etc. The same with (h) serpent, (i) the Nile, (j) cord, (k) house, (l) serpent emblem (symbol of sovereignty), (m) leaf of the lotus, (n) field of papyrus, (o) tree, (p) city, (q) sun, (r) libation vase, (s) palette of the scribe, (t) beetle, (u) bee, (v) flat wide basket, (w) war chariot, (x) sacred barque, etc.

Some other rules are elaborated. We are, for example, taught that three (a), Fig. 14, rightly enough called "unities," are the mark of the plural. These are to be set horizontally (b), or vertically (c), according as they come under a sign of which the form is horizontal or after one

which is vertical. One must never separate these three "unities" from the last sign of the word of which they indicate the number, they being a qualifying part. This rule applies also to the "determinatives"; one must therefore avoid the placing of this "mark of the plural" or of any "determinative" at the beginning of another line when the word to which it belongs ends the preceding line.



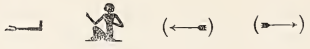
(a) (b) (c)

Fig. 14.

Acquainted with this rudimentary knowledge, the compositor is enabled correctly enough to set hieroglyphic matter.

Taking the copy, which as a rule is to be set in the first body, in one hand, a sheet of paper before him, and a pencil in the other hand, the compositor scans the pages, carefully examining them line by line. The "catalogue" of the offices' hieroglyphs is also at hand. All the signs which his memory tells him are not to be found in the ordinary cases he identifies by their shapes and numbers in the catalogue. The numbers he writes on the sheet of paper, in the order as they appear in the manuscript. When he has listed forty, fifty or more of such signs, as suits him best, he takes a wooden stick and proceeds to gather them therein.

For example, take the first line of the matter in Fig. 8, and follow our typo. But first let us find the direction in which this copy must be read and composed. Generally, hieroglyphic writing, like the European, reads from left to right, and in all cases in the direction contrary to that of the direction of the figures. In the specimen which has our attention we see that the hand (a), Fig. 15, of the first



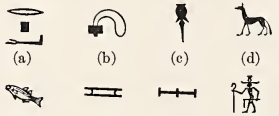
(a) (b) (c) (d)

Fig. 15.

group at the left is turned toward the left and that the man (b) who alone forms the fifth group is also turned in the same direction; therefore, the copy reads from left to right.

Certain texts (notably inscriptions) are graven or written in the reverse direction. One rarely composes them in this manner, except that in inscriptions where the hieroglyphs are traced in vertical lines these may face one another. For isolated phrases the authors have the precaution of indicating by an arrow (c) or (d), the direction in which the reproduced inscription was graven or written.

Returning to the dissection of our first line, we note that the first group (a), Fig. 16, is found entire in the ordinary

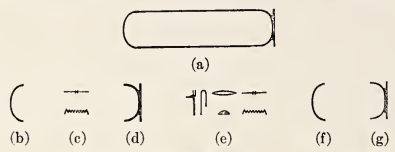


(a) (b) (c) (d)
(e) (f) (g) (h)

Fig. 16.

case; the second likewise. For the third (b), its absence in the case obliges us to search in the catalogue, where we find it under "Headdress, clothing, finery, toilet articles," carrying the number 2941. This sort of mental gymnastics continues for the whole manuscript. After having passed the sixth group we encounter (c). Here we are checked. The sign does not exist and it has to be specially engraved for the work in hand (meanwhile we leave a blank for it); when done it will be placed in the category of "Divers tools." Then after (d) we readily recognize (e) from "Fishes," with (f), which belongs to the category of "Heaven, stars, earth, water." Next comes (g), from "Geometric figures," and finally (h), with his pretty headgear, his staff and his whip, identified, after some search, among "Men" (No. 367 of the catalogue of the printing-office of the French Institute of Cairo). And so on to the end of the copy.

The signs foreign to the ordinary cases being found and assembled in the wooden stick, the compositor proceeds with the setting at his regular stand, where the work is then very easy. But there is yet something to learn. In the fourth line are four signs or groups of signs surrounded by a cartouche or cartridge-shaped frame (a), Fig. 17.



(a)
(b) (c) (d) (e) (f) (g)

Fig. 17.

As was said in the beginning of this article, this is an indication of the name of a royal personage. [A proof of the early inclination to italicize.] To render this typographically one first takes (b), which is found in the second section of the case; the signs are next taken of the second body (twelve-point), and after the group (c) is set comes the closing of the frame (d). When the line is filled out and justified the portion (e), which is on twelve-point body, is framed up by the addition at top and bottom of two rules of three-point thickness (with ¾-point face), shouldered on one side, whose ends fit exactly to the points of (f) and (g).

Here we have then the elementary principles of hieroglyphic composition. We must not extend our article to treat of the rules which cover the intercalation of inscriptions or isolated words in the midst of Roman texts. An arrangement placing the Roman under the center of the hieroglyphs is the one most used in this sort of composition. As to the spacing between the lines of matter entirely hieroglyphic no special directions apply, the run of the work, and the exigencies of making it up into pages, as well as good taste, determining this.

PRINTING TRADES ORGANIZATIONS INDORSE EXPOSITION.

The Executive Committee of the Ben Franklin Club of America has written the exposition officials approving the idea of holding a National Printing, Advertising, Publishing and Allied Trades Exposition to be held in New York during the week of April 19-26, 1913. The committee's indorsement is given not only from the standpoint of the manufacturers who will exhibit their machinery, but also for the great convenience it will be to printers, publishers and their superintendents and other employees who will be given an opportunity of becoming familiar with all the latest improvements and methods.

This exposition was also indorsed by the Electrotypers' Board of Trade of New York at a meeting Monday night, December 9.

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Haddon Safety Platen Press.

(1402) "Where can we get catalogue or information in regard to the Haddon Safety Platen Press?"

Answer.— H. Hinze, Tribune building, New York city.

Journal for Stampmakers.

(1387) "Is there any trade journal published in the interest of the stampmaker?"

Answer.—*Commercial Stamp Trade Journal*, 333 South Dearborn street, Chicago.

Want Repairs for Monarch Numbering Machine.

(1395) "Where can we get repairs for the Monarch numbering machine?"

Answer.— Can any of our readers supply the information?

Linotype Keyboard for Typewriter.

(1404) "Is there a typewriter made whose keyboard is the same as a linotype machine?"

Answer.— Yes. It is manufactured by the Buckner Lino-Typewriter Company, Oakland, California.

Printers' Roller-making Machinery.

(1413) "Would you be good enough to send us the names of concerns in Chicago making printers' roller-making machinery?"

Answer.— Louis Kreiter & Co., 313 South Clinton street; James Rowe, 444 South Jefferson street.

Miniature Calendar Pads.

(1400) "I want the address of a firm in Chicago that makes miniature calendar pads."

Answer.— Tablet & Ticket Company, 624 West Adams street; Donker & Williams Company, 1322 Wabash avenue. Lithographed miniature calendar pads can be secured from the Goes Lithograph Company, 226 La Salle street.

Embossing Names Underneath Envelope Flap.

(1409) "We are looking for a machine that will emboss a name, in blind stamping, on that part of an envelope underneath the flap. Can you give us any information as to who is the manufacturer of this article?"

Answer.— C. H. Hanson, 178 North Clark street, Chicago, makes a hand die for doing this work.

Embossing on Hand-screw Presses.

(1382) "Will you kindly inform me if there is any work published on embossing as executed on the regular hand-screw presses in general use?"

Answer.—As all embossing has as a basis an intaglio plate and a force or counter die, we believe that our book entitled "A Practical Guide to Embossing and Die Stamping" would help you. If you will give more definite information regarding the press you are operating — what kind it is, and whose make — and, if possible, any specimens you have that are not to your entire satisfaction, we may be able to offer suggestions that will aid you in doing the work.

Colored Newspaper Supplements.

(1383) "Can you give me the address of firms issuing colored comic supplements for seven-column, four-page newspapers, for Saturday issues?"

Answer.— The only concern supplying sections of this kind, according to our information, is the McClure Newspaper Syndicate, Incorporated, 43 West Thirty-fourth street, New York.

Street-car Cards.

(1415) "Will you please give me the names of some firm in Chicago which makes a specialty of printing street-car cards?"

Answer.— Central Printing & Engraving Company, corner of Franklin street and Institute place, and Ritzmann, Brooks & Company, 442 Wells street.

Button for Bible Class.

(1416) "Can you tell me where we can get a cut of a button for the Men's Bible Class? It is one with a red edge with white circle and perfectly round."

Answer.— We are of the opinion that you have reference to the International Sunday School Association button. Write William H. Dietz, 20 East Randolph street, Chicago.

Publications for Country Publishers.

(1401) "Can you advise me the names of any publications similar to the *American Press* (American Press Association), of 225 West Thirty-ninth street, New York, which circulates among the country publishers, that is published in Chicago or any other city?"

Answer.— *Publishers' Auxiliary*, published by the Western Newspaper Union, 521 West Adams street, Chicago.

Wants Catalogue Set in Russian.

(1403) "Can you inform us where we can get a catalogue set in Russian?"

Answer.— The following Chicago concerns do composition in Russian and other foreign languages: United Servian Publishing Company, 518 South Dearborn street; Galbraith Press, 838 Austin avenue; Severinghaus & Beilfuss Company, 2149 Ogden avenue; Fred Klein Company, 626 South Clark street.

Stock Engravings for Nurserymen and Seedsmen.

Answering a question in this department in the November issue we advised a correspondent that it was our information that engravers did not carry stock plates for nursery and seed catalogues and referred him to Vaughan's

Seed Store, Chicago, as the only source through which he could secure them. Since the publication of that inquiry, the Star Engraving Company, of Des Moines, Iowa, and the Matthews-Northrup Works, of Buffalo, N. Y., have advised that they carry a full line of these engravings.

Baltimore Press.

(1423) "Will you kindly inform me as to what concern manufactures the Baltimore Press?"

Answer.— This is a hand press, and is manufactured by the J. W. F. Dorman Company, 526 North Calvert street, Baltimore, Maryland.

Dusting Cards to Give Relief Effect.

(1399) "Will you kindly inform me where a preparation for dusting cards, to give the effect of engraving, can be purchased?"

Answer.— The process for doing work of this kind is patented. The method is to use powdered asphaltum, passing the work over a source of heat. For particulars, write the American Emboso Company, Washington, D. C.

Muslin Signs.

(1388) "We are in the market for a quantity of muslin signs, and will appreciate it if you will give us the name and address of any one that you may know doing this class of work."

Answer.— Bemis Brothers Bag Company, St. Louis, Mo.; Parker & Granville, Ithaca, N. Y.; L. D. Nelke, 29 Murray street, New York; Cleveland-Akron Bag Company, Cleveland, Ohio; Easton Printing & Manufacturing Company, Dayton, Ohio; Massillon Sign & Poster Company, Massillon, Ohio.

Circular-cutting Dies.

(1412) "We have a customer desirous of securing circular disk, 12½ inches in diameter; same to be die-cut out of heavy cloth board. As the making of a steel die would be quite expensive, we would inquire as to whether you know of a firm doing this class of work, which would have steel dies on hand. The size of circle might vary, however, say from 10-inch to 13-inch."

Answer.— R. J. Kittridge & Co., Green and Superior streets, Chicago, carry a large line of circular dies. We have asked this firm to write you regarding your inquiry.

Imitation of Water-marks on Wrapping-paper.

(1393) "We have a paper-mill in our city, the management of which is very much interested in the question of printing wrapping-paper with imitation water-marks, or, in other words, faint printing done in some way on printing machines that represents to a certain degree a water-mark. Could you give us any information on this matter?"

Answer.— We have no knowledge of a line of printing that would produce an imitation water-mark on wrapping-paper. The publication of your inquiry in this department may bring suggestions.

Celluloid Card-cases.

(1394) "Would be very much pleased if you could send me a few addresses of Chicago firms that manufacture celluloid card-cases for visiting and business cards. Some of my customers have been asking me about these cases, claiming that they are very useful to carry because the cards are always kept clean."

Answer.— Cruver Manufacturing Company, 2456-2460 West Jackson boulevard, and the Parisian Novelty Company, Twenty-second and La Salle streets, both of Chicago. P. J. Kohl & Co., 322 West Kinzie street, also of Chicago, make a card-case with leather back and celluloid front.

Fountain Dividers.

(1414) "Some months ago I received a circular from some one who was advertising an attachment to put in a cylinder press fountain to confine the work in a restricted area. I think the price was $15. At that time I threw it aside, but now find I need something of the kind, and write to ask if you can give me any information as to what is on the market in this line and where it can be secured."

Answer.— You are probably referring to the Paige Fountain Divider. Write the American Type Founders Company, St. Louis, Missouri, or the makers of the press you are using, giving its size and number.

Tag Manufacturers.

(1386) "We would greatly appreciate it if you could refer us to a so-called Denny Tag Manufacturing Company, located somewhere in the North. Also kindly put us in touch with other concerns who manufacture tags?"

Answer.— The address of the Denny Tag Company is West Chester, Pa. Other manufacturers are as follows: International Tag Company, 141 West Lake street, Chicago; American Manufacturing Company, Battle Creek, Mich.; Dennison Manufacturing Company, Boston, Mass.; Challenge Envelope Company, Trenton, Mich.; Robert Cair Company, Brooklyn, N. Y.; A. Eisler & Company, 221 Canal street, New York; Thomas Stationery Manufacturing Company, Springfield, Ohio.

Felt Pennants.

(1406) "Will you please inform me regarding the new process used on felt pennants known as the Reproduction Process?"

Answer.— The process is controlled by the Reproduction Company, of Brooklyn, N. Y. The felt is coated with bichromated gelatin and exposed under a stencil positive which leaves part of the gelatin soluble. This is washed out. The insoluble part is sprayed with an air-brush or colored through a stencil, and the work is finished when the pigment is dry. The gelatin may be pigmented and carries a ten-per-cent solution of bichromate of potash. This makes it insoluble when exposed to the light. We are unable to furnish any of the finer details of the work.

Trouble in Cutting Labels for Cans.

(1397) "We do a lot of cutting of canned-goods labels from the full sheet (sample enclosed), and are troubled by the sheets bulging out under the pressure of the clamp, with the result that the last row of labels is frequently 'bled' and spoiled. This happens only on the bottom label, rarely on the top one. We can see that the size and bronze on the gold line makes that part of the label thicker than the rest, being quite appreciable on a pile of any thickness, and is responsible for the trouble, but we would like to know how label-cutters avoid the trouble we are having, and would appreciate it if you would suggest a remedy."

Answer.— We are unable to offer suggestions without further particulars. No label was enclosed in your letter, and you did not state whether it is die-cutting or paper-machine cutting.

Correct Style for Lady's Calling-card.

(1384) "Will you kindly inform me as to what is the correct and latest style of wording a lady's calling-card? For instance, the husband's name is Charles Horace Smith. Should the card be Mrs. Chas. Smith, or Mrs.

Chas. H. Smith, or Mrs. Chas. Horace Smith? What should the size of the card be, also the style of type?"

Answer.— The correct style for a lady's calling-card is to spell out the Christian names. It should, therefore, be "Mrs. Charles Horace Smith." To abbreviate the name in any way would give it the flavor of a business card. The standard size is 2 3/16 by 3 1/4. The correct size for a miss is 2 1/4 by 2 7/8. We learn from the John B. Wiggins Company, the well-known steel engravers of Chicago, that the tendency now is to use the smaller card (as given above) for both misses and matrons. The standard style of type is shaded Old English. Script may be used, but it is not in quite as good form as the Old English.

Lithographing on Satin-finished Cloth.

(1408) "We would appreciate it very much if you could give us some information regarding the process employed in printing flags on satin-finished cloth, as per enclosed sample. One of the local lithographers has an order for a large quantity of these, but he has been unable to maintain his register. He is of the opinion that the cloth is first pasted on a piece of heavy paper similar to that attached to sample. As a matter of fact he would prefer to have it pasted. We are under the impression that the work was done in Germany, but we do not know whether it is lithographed or stamped."

Answer.— It is our opinion that the specimen submitted is a lithograph. In printing register work on silk or similar fabric it is the usual plan to have the goods attached to heavy paper. We do not know of any firm doing work of this character in Chicago and can not furnish you any particulars regarding the methods used.

Matching Colors.

(1411) "We have some customers who desire certain shades of color used on their sign work. They specify that we must match the particular shade of color of goods or package or label, as the case may be. Results obtained for us by various ink manufacturers in mixing colors to obtain the desired tone are not always satisfactory. Can you inform us where we can obtain some book or treatise on the practical work of combining various inks for use on various stocks?"

Answer.— We do not believe there is any book from which you can learn how to match colors. No doubt you can secure some valuable information from text-books on the subject. To take a given color and match it by making a like color will necessitate experimenting. If you have a good eye for colors, and have some fundamental knowledge of the subject, there is no doubt that you will succeed with some practice. Our catalogue, listing books on color in its application to printing, has been forwarded.

How Rubber Stamps Are Made.

(1385) "Can you tell me how rubber stamps are made, or is there a book published treating on same? Where are rubber-stamp supplies sold?"

Answer.— Rubber stamps are made after the following method: The type is set up and locked in a chase. The surface is brushed with kerosene and a coating of plaster paris is applied. When hard it is removed. This matrix serves as the mold onto which a sheet of rubber is forced in the vulcanizer. The matrix is covered with the rubber, and it is placed under pressure in a steam chest and "live" steam is turned on; then it is left for a stated period under a certain pressure of steam. You can learn the particulars for the production of rubber stamps from a booklet gotten up by Munn & Co., 361 Broadway, New York. The following are dealers in rubber-stamp outfits: Barton Manufacturing Company, 335 Broadway, New York; Pearre E. Crowl, 14 Clay street, Baltimore, Md.; J. F. W. Dorman Company, 526 North Calvert street, Baltimore, Md.; Superior Rubber Type Company, 32 South Clinton street, Chicago; William A. Force & Co., 37 Market street, Chicago.

Numbers Printed on Metal.

(1410) "A concern in this city wants a lot of numbers (1 to 200), in fair quantity, printed on metal. The metal should be thin, and, if convenient, a bit softer than tin, though I presume a thin tin strip would do. It is expected to fold the strip about a square of metal, leaving the number on the front of the square as a mark of identification. It must be varnished or otherwise made permanent. Your kind reference to any firm that can do this work will be much appreciated."

Answer.— You can have the work done by tin-printers, but it will be rather costly if but one set of numbers is needed. This is due to the large initial cost of production. The numbers can be done on thin sheet metal, the same as on tin, and they may be done in two or more colors. The printing is made permanent by baking and varnishing, so there will be no trouble on that account. In case you desire to take up the matter of having the numbers made by this method, write the American Can Company, Chicago. There is another plan which is much cheaper and may be just as effective. It is to have the numbers printed in the ordinary manner in aluminum. This can be done for you by the Aluminum Goods Manufacturing Company, 208 North Fifth avenue, Chicago.

Electrical Device for Melting Metal for Linotype.

(1405) "Would you be kind enough to let us know whether there is a satisfactory electrical device for melting metal for a linotype machine? We have no gas here and are compelled to use gasoline, which affects our insurance and is generally a nuisance."

Answer.—An electrically heated metal-pot has been in practical use in the New York *World* composing-room for several years past. Particulars regarding this pot-heater may be had by addressing the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania. Gasoline may be used with a fair degree of safety by having the tank buried in the ground away from the building at least twenty feet, and a flow may be secured by air pressure. If gravity flow is desired, attach the tank to the outside of the building and run an iron pipe through to the machine. Do not pipe below the floor and then up to the burner on the machine. Instead of this, have the pipe visible so that leaky joints may be attended to if they occur. One of the dangers of gasoline lies in having pipes in out-of-the-way places, for if a leak occurs, the volatile gas, which is heavy, will accumulate and finally rise to a point where it may ignite on an open flame, and then there is trouble. We would suggest that the safest plan would be to have a buried tank and use an air pressure, having the pipe enter the building above ground, where it is always visible. A cheaper plan would be to have the tank attached to the outer wall of the linotype room so that the minimum amount of pipe may be used. Insist on tight joints and have a cut-off valve outside the building near the tank, as well as one inside near the machine.

Record of a Private Printing Plant.

(1381) "I have charge of a private printing plant, consisting of five platen presses, two 8 by 12, two 14 by 22 and one 10 by 15. The amount of work done last month was nearly eight hundred thousand impressions. The time

spent on the presses, including my time, was six hundred hours, at a cost of $114. My force consists of five girls and a boy who has had about six months' experience. One girl handles the composition and one does the bindery work. The boy's time is taken up with the cutting and cleaning up. This leaves me three girls for the presses. The total amount spent for labor is $70 a week. Do you think the firm's printing is costing too much? Kindly let me know through THE INLAND PRINTER."

Answer.—According to the figures given, your five presses made 1,333 impressions an hour for the month at a total labor cost of 19 cents an hour for the entire force of three girls and yourself. This is a remarkable record because of the small product, considering the press equipment, and the low hour cost for labor. Your five presses averaged only 267 impressions an hour during the month. Figuring that two of these presses were idle continuously on account of your having only three pressroom employees, the hour average for the three feeders was 444 impressions, which of course might be considered fair where short runs are the rule. As to the labor cost per hour — 19 cents for three feeders and yourself — you've got us guessing. It beats all records for low cost we have seen. However, to give you an opinion as to whether the printing of the firm is costing too much, it would be necessary for us to know something of the character of work done, the overhead expense, the amount of spoiled work and the depreciation of your plant. It should always be remembered that poor printing is dear at any price, and that quality must always be reckoned in computing the cost.

Printing on Glass.

(1396) "Would you kindly inform us of the best means of printing on glass to be used in a picture machine? We have done some of this work, but the ink does not seem to stick on the glass and the results are not very satisfactory."

Answer.— Printing on glass for a picture machine can be done by transferring the ink from a clean hard roller. This procedure is as follows: (1) Distribute a small amount of gold size on a stone with a fairly hard roller and ink the type-form. This type-form should have wide type-high bearers or inverted electros locked up close to the matter in order to bear off the impression of the roller and to make the inking uniform. (2) After ink has been transferred to the type-form lay a piece of paper over the surface of each bearer, quite close to the type, and take a clean hard roller and pass it carefully over the inked surface of the type. Move the roller parallel with one side of the form so as to have the transfer straight. (3) Have a piece of glass of the proper dimensions, which has been cleaned with alcohol; lay it on a piece of paper on a hard surface (an imposing stone will do) and pass the roller slowly over this glass so as to transfer the ink to the glass in the proper position. When this is done, bronze the surface with fine gold bronze and allow it to stand a while to dry. Then wipe off with a clean tuft of cotton wool, or a silk cloth. This should furnish an opaque body to screen the light, and if done properly it will be satisfactory. However, we do not believe it either the best or easiest method of projecting advertisements on a screen. If you procure sheet gelatin and print on it in gold size or with a heavy black job ink, it will answer every purpose. This gelatin is comparatively cheap and is easy to manipulate. Being practically noninflammable, it is perfectly safe under the heat of a picture machine. It can be handled like lantern slides by enclosing between two pieces of glass, or may be used in a strip.

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Compositor-designer.

(1444) Thorough compositor, twelve years' experience, capable of any work in medium-size print-shop — good hand-letterer and fairly good commercial designer — would like position with some reliable firm where he can use his ability along the lines of layout work, hand-lettering and designing, in connection with typework. Twenty-nine years old. Married.

Exceptionally Tasty Job-compositor Seeks Position.

(1445) Printer, thirty-eight years of age, nine years' thorough experience in the management of office work, layout of jobs, buying of stock, waiting on customers, thoroughly familiar with Ben Franklin cost system, seeks a change. Exceptionally tasty as a job compositor. Best of references. Married.

Twenty-five Years' Experience from Office Boy to Foreman.

(1446) First-class compositor, with twenty-five years' experience from office-boy to foreman in book and job offices, is open for a foremanship with some progressive office. Thoroughly familiar with all the details of composing-room work and competent to handle all classes of book or job work that may pass through an up-to-date office. Can handle men and get the best service for them. Sober, industrious and painstaking. Exceptionally good references. Union.

Bindery Foreman.

(1447) Binder, age forty, willing to work as marbler or any other branch, with long and varied experience in cloth, leather and blank-book work, desires a change. Would accept position as foreman or superintendent anywhere and would start at $30 a week. Have held similar positions in some of the best London (Eng.) and New York binderies.

Manager.

(1448) Man of thirty-one, just arrived from South Africa, where he has been general manager of large newspaper and jobbing business, with all allied branches, seeks position of responsibility in well-established firm, where there is opportunity for advancement on merit. Thoroughly experienced in printing and journalism, certificated accountant and thorough master of cost systems. Highest credentials. Inquiries solicited.

Experienced Newspaper Man Seeks Position.

(1449) Competent, experienced, liberally educated newspaper man, printer, wants position as proofreader,

catalogue man, or editorial or advertising man on newspaper. Union. Strictly sober, steady and industrious.

Two-thirder Seeks Position in East.

(1450) Young man, with three years' experience in composing-room, seeks a good location in the East. The last two years have been spent in an office doing high-grade catalogue work.

Opening for First-class Designer.

(1451) Large engraving house in an Indiana city is seeking the services of a first-class designer, letterer and figure-man for its art department. Would give preference to a man who has executive ability, capable of working to the position of foreman or director of that department. Exceptional opportunity for the right man.

Newspaper Foreman, Copy-writer or Editor.

(1452) Man of thirty-five, good education, and fifteen years' experience with one of the most up-to-date newspaper plants in the East in various capacities — head proofreader, assistant to foreman and acting foreman — would like to connect with a newspaper, department store or advertising agency as foreman of composing-room, copy-writer or editor, preferring the vicinity of Baltimore or Philadelphia. Change not due to unpleasant relations with present employer, but a desire to earn more. Excellent references.

Seeks Assistant Foremanship.

(1453) Young man of twenty-eight seeks a position where industry, energy and ambition will receive just reward. Prefers an assistant foremanship. A-1 compositor, with ability to handle the best make-up and tabular work. At present first compositor on a floor of approximately thirty compositors. Good knowledge of stonework, proofreading, machine composition and presswork. Student of I. C. S. Advertising, and has gained a wide knowledge of that profession. Would prefer a position where the advantages of this knowledge would count. Nonunion. Married.

Wants to Buy Printing Plant.

(1454) Interested party seeks the purchase of a small printing plant in or near Baltimore. Type must be new and up to date; not to exceed two presses; will buy with one. Requests that full information be given in first letter.

Logotype Bill-of-fare Printer.

(1455) Competent logotype bill-of-fare printer, thoroughly familiar with jobwork, presswork, tabular work, etc., would like a situation.

Opportunity for Linotype Trade-composition Plant.

(1456) Secretary of Typothetæ in a southern city seeks party to establish a linotype trade-composition plant in his city. Requests that two good references be given in first letter of inquiry, to insure attention.

Two-thirder and I. T. U. Student.

(1457) Young two-thirder, familiar with newspaper composition, is desirous of finishing trade in small job office doing good grade of commercial printing. Not afraid of work, and a sticker. I. T. U. student. Has had some experience on job composition, also experience on newspaper presses (Goss and Duplex). Union. Temperate and reliable.

Expert Folding-machine Operator.

(1458) Man of fifteen years' experience on folders, being considered one of the best folder operators in Chicago, seeks a position where he may handle five or six big machines and give some firm the advantage of his long experience, and in return receive a good compensation. Chicago only. Excellent references.

Seeks Foremanship on Medium-sized Newspaper.

(1459) Young man of twenty-two, eight years experience at job and newspaper work, would like to connect with a good medium-sized newspaper as foreman or in some other responsible capacity where faithful work and strict temperance are required. His experience has been mostly on the make-up of a good live daily in a small city in New Jersey. Good executive, and can handle any class of work except machine operation. Indifferent as to location.

First-class Job Compositor or Foreman.

(1460) Job man of over twenty-five years' experience would like to have a position as foreman or first-class job compositor on the Pacific coast, preferably California. Thirty-six years of age, married, temperate, steady and a hustler. Union.

All-around Printer.

(1461) An all-around printer, successful as manager, superintendent and estimator, wants position with some good firm doing good work in the middle West or West. Married, sober and industrious. A-1 references.

Linotype Machinist-operator.

(1462) A first-class linotype machinist-operator of long experience would buy and install a one-machine plant in office of printer who has three or four days' work a week. Fill in time on outside composition. New York city only.

Foreman or Superintendent of Composition Plant.

(1463) Linotype machinist-operator of many years' experience is seeking a position as foreman or superintendent of a composition plant. Would take care of the machines in small plant in addition to other duties attached to a foremanship. Would accept a position as machinist in a plant requiring a high state of efficiency in the machines. A position as manager of a composition plant or a small office using a linotype in conjunction with its job department would be acceptable. Man of unusual ability, and can prove his worth to interested party. Union.

NEW POSTAGE STAMPS.

Postage-stamps commemorative of the Panama-Pacific Exposition were put on sale at all postoffices on January 1. They are about ¾ of an inch in height and 1 1/16 of an inch long. On each there are the words "United States Postage" and "San Francisco, 1915," a branch of laurel in the left-hand border and a branch of palm in the right. The denomination is shown by a numeral in a circle in each corner. The one-cent stamp is green in color and has in the center a circle containing a bust of Balboa, discoverer of the Pacific, wearing a cuirass and a helmet having on it a plume. In the background there are palm trees; and in the foreground, the ocean. The two-cent stamp, in red, shows a steamer leaving and a war-ship entering the Gatun lock of the Panama Canal. The five-cent stamp, in blue, has on it a picture of the Golden Gate at sunset with a steamer and a sailing vessel in the bay. The ten-cent stamp, which is printed in yellow, has in its center a copy of a painting entitled "The discovery of San Francisco Bay," and represents the discovering party looking out over the bay.

OBITUARY

Whitelaw Reid.

Whitelaw Reid, famous editor and statesman, died on December 15 at London, England, where as United States Ambassador to Great Britain he had resided for a number of years. Mr. Reid was born near Xenia, Ohio, and at the age of twenty took up journalism as editor and proprietor of the Xenia *News*. His paper soon attracted attention and became a strong influence in Republican party politics. Later Mr. Reid became city editor of the Cincinnati *Gazette*, afterward going to Washington as its war correspondent, where he met Horace Greeley, who had been his model as a newspaper editor, and the two became close friends. In 1868 he accepted an offer to join the editorial staff of Mr. Greeley's paper — the New York *Tribune* — and shortly after became its managing editor. After Horace Greeley's death, in 1872, Whitelaw Reid persuaded Jay Gould to advance him money to secure control of the paper. Mr. Gould at the time was about to purchase the property for the Tweed ring, which was endeavoring to secure control of this powerful newspaper, but Mr. Reid won the confidence of Gould and secured his financial aid to accomplish his desire. Since that time he had been the *Tribune*'s editor-in-chief.

In 1892 Mr. Reid was nominated on the Republican ticket for vice-president of the United States, but went down to defeat with Benjamin Harrison, who headed the Republican ticket in that election.

Harry James Schropp.

Harry James Schropp, treasurer of the Lebanon News Publishing Company, of Lebanon, Pennsylvania, and a veteran of the Civil War, died on October 30, at his home in that city. Mr. Schropp was a man of wide business experience, and it is said that he had become a perfect paragon of system and method, which characteristic served him even in the last moments of his life, as he personally arranged for the details of his funeral, which were rigidly carried out. Mr. Schropp is survived by three brothers and three sisters, as follows: Zach Schropp, of Kansas City; E. P. Schropp, of 1019 Lehman street; A. B. Schropp, a surviving business associate and president of the News Company; Misses Mary and Arbie Schropp, of 825 Church street, with whom he lived, and Mrs. Dillie Artley, residing in California.

Capt. J. W. Meese.

Capt. J. W. Meese, the first business manager of the St. Paul *Pioneer Press* and widely known in publishing and Grand Army circles, died on December 5 at the residence of his son, Horace S. Meese, 515 West One Hundred and Eighty-fourth street, New York, in his seventy-second year. For fifteen years he was manager of the Pennsylvania State Printing Office at Harrisburg, and at one time was connected with the Irving Press in New York. He served throughout the Civil War in the Forty-fifth Pennsylvania Infantry, enlisting as a private in 1861 and rising to the command of a company when mustered out in 1865. His wife and three sons survive him.

William H. Sweeney.

William H. Sweeney, of Washington, D. C., whose service in the Government Printing Office covered a longer period than that of any other employee there, died at his home, 42 K street, Northwest, on December 6, aged seventy-five years. Mr. Sweeney was active in printing circles until recent years. He was a member of the Typographical Society, the original printers' organization of Washington, and became a member of Typographical Union No. 101, when it succeeded the older organization, and served two terms as president.

THE FREE READING NOTICE.

The spicy comments of *Newspaperdom* on the wiles of the press agent are a most interesting feature of that interesting paper. In the issue of December 12, an account is given of the experiences of the advertising manager of the Schenectady *Union-Star*—E. R. Cullings—who "fell" for a notice of an auto-horn sent to his paper by one J. C. Runkel, of Newark, New Jersey. Mr. Runkel was so pleased with the notice that he did not send in an advertisement, but another notice. This getting on Mr. Cullings' nerves, he sent Mr. Runkel the following letter:

SCHENECTADY, N. Y., Dec. 9, 1912.

Mr. J. C. Runkel, 6 Mechanic Street, Newark, N. J.

DEAR SIR,— I have your letter of the 6th inst containing news item which you asked us to use my dear Mr. Runkel on the level now why not let us publish the name of your whistle in our advertising columns at four cents per agate line each insertion on our automobile page which we publish each saturday reading space on this page has come into such demand that we have had offers from almost every automobile dealer and supply dealer in the united states to supply us with news items of *intense* interest to our readers but were we to publish it all we would have at least a twenty page newspaper each saturday with nothing else except news of this character we may be wrong but we don't believe our readers would appreciate so much of this interesting (?) news and then too type founders make us pay real money for type printers demand that the ghost-walk each saturday and we ourselves who direct the affairs of this institution live on the common necessaries of life and you know the cost of living is generally conceded to be high therefore we are more deeply interested in these vital questions than we are about the fellow who has money enough to run an automobile through the desert but can not afford a bulb horn we let him take his chances and offer prayers for relief from the "space hog" that is rampant all over this broad land of ours we are not unreasonable beings at all we will meet the other fellow more than half way any time but cooperation with us means a two-sided affair with both sides in action send along an order for advertising and our publicity whistle will blow to "beat the band" and we will save that fellow in the desert.

SCHENECTADY UNION-STAR.

P. S.— You evidently did not appreciate the notice which we gave you in our issue of Nov. 23d and concerning which I wrote you on the 29th ult.

IF the boss calls you down, be thankful. The probabilities are that you should have been "fired." — *Ex.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

New Home for Cincinnati Printers.

The Avon Printing Company, Cincinnati, Ohio, moved into new and enlarged quarters at 2607 Vine street, on January 1. The members of this enterprising firm are H. Leipnik and James Dutton.

Missouri School to Graduate Twenty Journalists.

Twenty students will be graduated this school year from the School of Journalism of the University of Missouri. The graduating class the first year of the school numbered one; the second year, six; the third year, nine; the fourth year, ten.

As Popular as Ever.

On an insert in the first section of this issue of THE INLAND PRINTER will be found a showing of the John Hancock Condensed Series of type. This is one of the many popular faces made by the Keystone Type Foundry, and still continues to run strong in favor.

Multicolor Form-letter Attachment.

The Temple Multicolor Attachment Company, of Mason City, Iowa, advertises in this issue a new form-letter attachment for platen presses that will prove popular with printers. This attachment is very practical and perfects all kind of imitation typewritten letters in three to five colors at one impression.

Vail-Ballou Company to Consolidate Plants.

With the completion of its new building at Binghamton, New York, the Vail-Ballou Company will move its Coshocton (Ohio) plant, employing between seventy-five and one hundred persons, to Binghamton and consolidate it with its plant in that city. With the consolidation the company will have about one hundred and fifty employees.

Alling & Cory Company Opens New Building.

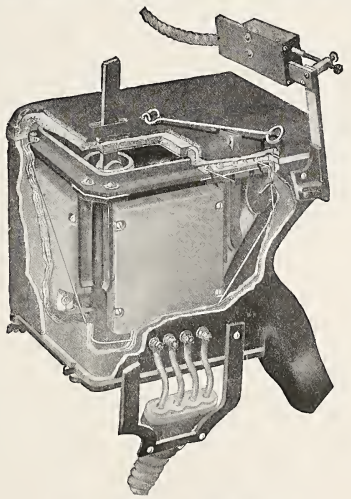
The new building of the Alling & Cory Company, paper-dealers, at Pittsburgh, Pennsylvania, was officially opened on December 14. Handsome invitations were sent to members of the printing trades and others to visit the new building on that day. After an inspection of the company's new home, the visitors were treated to a moving-picture lecture on "The Making of Paper." An orchestra furnished music.

J. W. Butler Will Filed.

The will of the late Julius Wales Butler, founder of the J. W. Butler Paper Company, has been filed in the probate court. While no valuation is given of the estate, it is estimated it is worth more than four hundred thousand dollars. In his will the late Mr. Butler bequeaths his homestead in Hinsdale to his widow, Julia A. Butler, with $20,000 and one-third of the real estate. To a grandson, Julius W. Butler, is bequeathed fifty shares of stock in the J. W. Butler Paper Company, while thirteen shares are bequeathed to another grandson, Paul B. Butler. To Florence Elizabeth Butler, a granddaughter, is bequeathed $5,000. The residue of the estate is bequeathed to the two sons, Julius Fred Butler and Frank Osgood Butler.

Electric Linotype Pot Acquired by Westinghouse Company.

The Wicker electric linotype metal-pot patents are now controlled by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, which concern will continue to manufacture and supply the trade with this unique pot. The first plant to install these pots was that of the New York *World*, where three years ago several

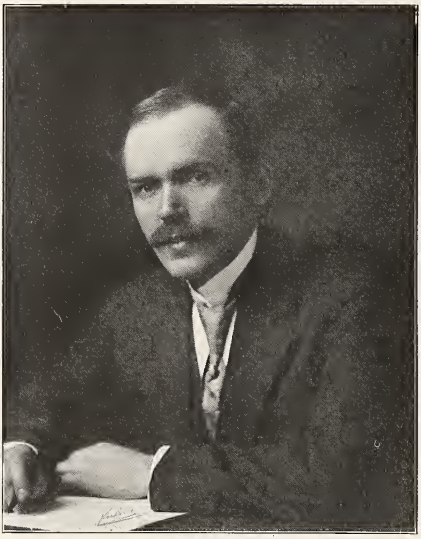


WICKER ELECTRICALLY HEATED METAL-POT.

electrically heated pots were put on trial and found to exceed all anticipations; so now the entire battery of fifty-five machines has electrically heated pots. The Wicker pots have been installed in Central America, Philippine Islands, Washington, D. C., Dayton, Ohio, and Cooperstown, New York, and plans for installations in other cities are under way. Full particulars may be had from the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania.

An Exhibition of the Liberal Arts of Sweden Organized by a Printer.

In the early months of 1912, C. S. Peterson, president of the Peterson Linotype Company of Chicago, visited Europe on a pleasure trip, spending much of his time in his native country — Sweden — during the period of the Olympic games at Stockholm. Mr. Peterson is a printer of discriminating taste, and his leisure permitting him to visit the places where the genius of Sweden manifests itself in many forms, he conceived the idea of organizing an exhibition of Swedish liberal arts in Chicago. His business methods, and enthusiasm, buttressed by his connection with officials in high authority, secured for him a generous and loyal cooperation from artists and manufacturers, whereby the largest exhibit of Swedish arts and crafts since 1893 was held in Chicago at the Swedish Club — *Svenska Klubben* — on November 1 to 30, 1912.



C. S. PETERSON,

President of the Peterson Linotype Company, of Chicago. A printer comprehensively progressive.

The exhibit was a most comprehensive one, and assuredly most gratifying to Scandinavian national pride. The illustrations herewith are merely indicative of the thoroughness with which Mr. Peterson's purposes were carried out.

Chicago Old-time Pressmen Dine.

On the evening of December 5 nearly three hundred assembled in the Oriental Hall of the Masonic Temple to commemorate the fourth anniversary of the founding of the Old-Time Printing Pressmen's Association. After a bountiful dinner, which was eaten with gusto, as there was a slight delay in starting, President Garrett Burns introduced Charles Beecher Lahan as toastmaster, the duties of which position he discharged in his usual masterly manner. The Hon. Frank W. Walker, a one-time pressman who is now a leader at the Chicago bar, made the principal address, which was humorous and reminiscent. Father O'Callaghan, one of Chicago's most public-spirited priests, was among the others who spoke. The dining and speaking over, the old folks "visited," while the younger set and a few of the older paid their devoirs to the goddess Terpsichore.

New Chicago Publishing House.

F. G. Browne, for many years head of the publishing interests of A. C. McClurg & Co., has established a publishing house in Chicago in association with Frank L. Howell, who has been connected with McClurg's as a traveling book salesman. The firm name is F. G. Browne & Co., with offices at 1575 Transportation building. A general line of books will be issued, with specialization in popular fiction.

Possibilities of Modern Printing Inks.

The Christmas cover of the *Ladies' Home Journal* is an example of the progress the Eagle Printing Ink Company has made in the printing-ink business. Five years ago it would have been declared impossible to make inks which would produce this cover in wet printing. This cover was printed in four colors on one press once through the press. The *American Sunday Magazine*, twice a month, uses Eagle Quad Inks, printed on four-color presses.

Trucks for Printers' Use.

The George P. Clark Company, Windsor Locks, Connecticut, has been making trucks and casters for many years. Formerly the company issued bound catalogues covering its entire product, but now sends out neatly printed paper-covered bulletins. The last one issued is Bulletin B, which illustrates and describes trucks and casters used in various lines of trade. This booklet is attractively gotten up, being well arranged and nicely printed. It will be sent on request.

Smith & Winchester Manufacturing Company's Catalogue of Paper Cutters.

The Smith & Winchester Manufacturing Company, of South Windham, Connecticut, is one of the oldest established concerns making paper-cutting machines, having purchased the patents and business formerly conducted by Cranston & Jones, established in 1828. The Smith & Winchester Company is sole owner and manufacturer of Cranston's undercut and overcut trimmers. The company also makes die presses, paper-bag machinery, paper machinery, card bevelers and friction clutches. Illustrated catalogue "B" will be forwarded to any one who may apply for it.

Socialist Newspaper Called Organ of Foreign Institution.

Mayor Karb, of Columbus, Ohio, recently vetoed a resolution passed by the city council awardng the contract for city printing to the *Socialist* and *Times* newspapers. In a communication explaining his veto the Mayor said the *Times* was not a representative Democratic organ, and that "The Socialist party is not an American institution, but comes to us from a foreign shore, where government 'by the people' and 'for the people' is unknown, and does not fit into any niche in our republican form of government."

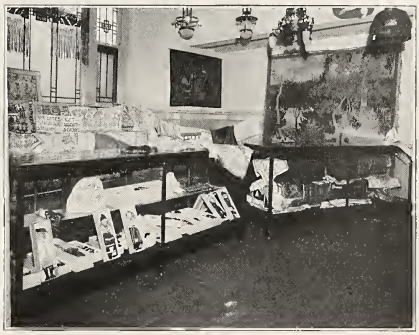
Royal Electrotype Company Insures Employees.

The Royal Electrotype Company, of Philadelphia, Pennsylvania, has put in force a policy of insurance on all of its employees. This policy is a straight life insurance, giving the beneficiary $1,000 upon the death of the

employee. It is a new type of insurance, known as the "Group Insurance," and the policy is issued by the Equitable Life Assurance Society, of New York. The policy is in force individually so long as the employee remains with the company, but automatically ceases should he leave its employ. The cost of the entire insurance is borne by the Royal Electrotype Company. After medical examination of the employees, the insurance people complimented the Royal Company on the personnel of its force, saying it was much above the average.

THE INLAND PRINTER tenders its congratulations to the men employed by this progressive concern, and also compliments the Royal Company on the plan it has selected to render genuine benefit to its employees.













EXHIBITION OF THE ARTS AND CRAFTS OF SWEDEN, PROMOTED BY C. S. PETERSON, AND HELD IN CHICAGO, NOVEMBER 1 TO 30, 1912.

Coated and Gummed Paper on Offset Press.

The Ideal Coated Paper Company, Brookfield, Massachusetts, has issued a peculiarly interesting specimen of four-color work, bearing a testimonial of the Andrew H. Kellogg Company to the effect that the work was produced on that company's offset presses on the Ideal Coated Paper Company's litho coated and gummed papers, and in every process the paper lay perfectly flat and worked like ordinary ungummed paper.

Another Richmond in the Field.

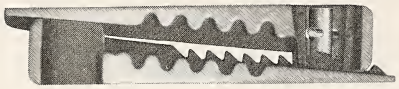
The already richly endowed graphic-arts journalistic field is to have another flower. It will bloom about January 15, 1913, and will be known as *Mechanical Typesetting*. According to the prospectus, our expected contemporary will be issued monthly and be "devoted to the needs of operators, machinists and owners of typesetting and slug-casting machinery." The Mechanical Typesetting Publishing Company, of 219 South Clinton street, Chicago, is the publisher.

Many Rebuilt Machines for Sale.

The business of rebuilding printing machinery of all kinds has taken on considerable importance in recent years. The two-page insert of Rich & McLean, of New York, appearing in this issue of THE INLAND PRINTER, emphasizes the growth of the "rebuilding" industry. Machines for every department of a printing establishment are listed by this firm, including monotypes, linotypes, cylinder presses, platen presses, bookbinders' and electrotypers' machinery, paper-cutters and various other mechanisms used in the production of printed matter. Rich & McLean are leaders in the field of rebuilt machinery, and printers will find interesting figures quoted in their advertisement.

The Neverslip Quoin.

The American Neverslip Quoin Company, 89 Delancey street, New York, manufactures and guarantees a quoin which is said to retain its position under the most trying conditions. The company has named it "Neverslip" because of its principal characteristic. The illustration



"NEVERSLIP" QUOIN.

shows one of these quoins in which a pin is visible. In locking the quoin, after it has been tightened with the key, the pin is moved with the finger. This operation fixes the position of the quoin, and it will never slip during a run on the press nor at any other time until you release the dog by moving the pin with your finger preliminary to unlocking with the key. A free trial of these quoins is offered to printers.

A New Printing Trades Journal.

Announcement is made that in January will appear the initial number of *The Imprint*, an illustrated monthly magazine to be published in London, England. It will be edited by F. Ernest Jackson, J. H. Mason, Edward Johnston and Gerard T. Meynell, assisted by an advisory committee composed of a large number of persons of international reputation. *The Imprint* will be devoted to the printing and allied trades, and will appeal to master printers and workers in every branch. Each department will be edited by a specialist. The subscription price is $3 per annum, post free in the United Kingdom. Those desiring to place subscriptions may communicate with The Inland Printer Company.

William Stetter Appointed Sales Manager for the Robert R. Burrage Glue Specialties.

Robert R. Burrage, 83 Gold street, New York, has appointed William Stetter, an experienced salesman in glue and glue specialties, as sales manager of the Burrage specialties in padding and bookbinders' glues. Mr. Burrage proposes to devote his energies exclusively to the manufacturing end of the business. The arrangement is a good one and indicates the success of high-grade products under the care of a man who is ambitious to make his name continue to endure as a synonym for quality in his particular line.

Process of Papermaking Shown in Moving Pictures.

Moving pictures in this day are not confined to the exploitation of imaginary scenes. W. C. McLaughlin, manager of the Birmingham (Ala.) branch of the Whitaker Paper Company, of Cincinnati, showed this before the Birmingham Ad. Club not long ago. Mr. McLaughlin gave a thoroughly interesting and unique lecture on the manufacture of paper and illustrated his remarks — which detailed the history of papermaking from the time of the Egyptians and Chinese up to the present — with a reel of moving pictures taken inside a large modern paper plant. These pictures showed the process from the entrance of the logs to the shipping of the finished product, and made a big hit with the audience.

Donnelly Would Decrease Waste in G. P. O.

"My four years of experience in the printing of public documents leads me to recommend that a minimum and maximum number for editions be fixed by law and that the power of fixing the edition within these limits be conferred upon one official."

Public Printer Samuel B. Donnelly makes this recommendation in his annual report, made public on the first of December. He also takes issue with the proposed valuation plan for the distribution of public documents now under consideration in Congress, declaring that under it the present loss in unused documents will be offset by increased cost.

No mention is made in the Public Printer's report of the controversy with the general supply committee that led to his declaration recently that the machinery of this big print-shop was being damaged by the use of inferior lubricating oil supplied on the committee's contracts.

Steel Engraved Blanks.

Kihn Brothers, of New York, have placed on the market a very fine line of all-steel engraved stock certificate and bond blanks. These make possible the production of high-class securities embodying the best features of banknote engraving at reasonable cost. They are printed from all-steel engraved plates on Crane's glazed bond paper, and the assortment is large and very exclusive in point of design. Where combination steel engraved and lithographed or combination steel engraved and type printed securities are required, these blanks are incomparable.

The manufacturers claim that their product compares favorably with the very finest output of the banknote companies, and, judging by some examples of their work which we have examined, we believe that their claim is justified. Specimens and prices are offered to the trade, on request.



WELL DONE, THOU GOOD AND FAITHFUL SERVANT, ENTER THOU INTO JOY: FOR TO THE SORROWING THOU HAST BROUGHT COMFORT, AND TO THE SICK THOU HAST BROUGHT HEALING · MAY ALL GOOD WORKS ABOUND IN THEE!

The International Typographical Union in convention at Louisville, Ky. in 1894 elected L. C. Shepard a member of the Board of Trustees of the Union Printers' Home. A continuous member of the Board since that time, he is its oldest member in length of service.

During his trusteeship all of the developments of the Union Printers' Home have taken place. In these developments he has been an important and influential factor. His dominant idea has been to make the Home an institution creditable to the International Typographical Union, a haven of rest to the aged, and a restorer of health to the afflicted.

Consistent in his activities, inspired by the highest principles of unionism, and imbued with ennobling sentiment, he has passed through the anxieties that developed in the progress of this great work and through the periods of its heartening successes—optimistic always, and confident of the power of the International Typographical Union to make this Home and refuge a monument to human brotherhood.

Mr. Shepard is now about to sever his official connection with the Board of Trustees. He has the satisfaction of knowing that his perseverance has been rewarded, his optimism justified, his efforts crowned with victory—for the Union Printers Home—the only institution of its kind in the world—is without a peer among the institutions devoted to the help of mankind in the fulfillment of its mission. It is an undisputed asset for the International Typographical Union; it is a credit to the entire trade union movement. It is therefore



L. C. SHEPARD

Resolved, That the Board of Trustees of the Union Printers Home in annual meeting for the year 1912 at Colorado Springs express their deep regret at the loss to the Institution of the services of Mr. L. C. Shepard as trustee, their highest appreciation and regard for his work and worth, and the hope that his future may be as happy and contented as he has labored to make the lives of the residents of the Union Printers Home.

Thos McCaffery
Walter N Rice
Anna C Lindsay
Michael Ruhl
J W Hays







HALF-TONE REPRODUCTION OF TESTIMONIAL PRESENTED TO L. C. SHEPARD, GRAND RAPIDS, MICHIGAN, BY HIS ASSOCIATES ON THE BOARD OF TRUSTEES OF THE UNION PRINTERS HOME, COLORADO SPRINGS.

The views of the Home are produced in colors in the original design, the portrait of Mr. Shepard in sepia print. Designed and lettered by F. J. Trezise, Chief Instructor in the I. T. U. Course.

Louis Stein Presented with Loving-cup.

For an industry as young as that of photoengraving, to have passed twenty-five years in the employ of one firm is a record to which few men can lay claim. And to have those twenty-five years of service recognized in a fitting and substantial way is an experience that still fewer men have enjoyed. But this is what happened to Louis Stein, of the Electro-Light Engraving Company, New York, Saturday noon, November 23, when he was presented with a silver loving-cup and a purse of gold pieces by the firm. Mr. Wilson, the president, made the presentation, and in a sincere and earnest manner expressed the pleasure which he and his associate, Mr. Morley, felt in paying tribute to



Loving-cup presented to Louis Stein by the Electro-Light Engraving Company, of New York, in appreciation of his long and faithful service.

Mr. Stein's continuous and devoted service during twenty-five years in their employ. "We hope we have occasion to do this oftener in the future," said Mr. Wilson. Mr. Stein, taken entirely by surprise, naturally overcome by this splendid token of esteem, in accepting the cup and purse, said that spoken words would not adequately express the fulness of his heart. Mr. Morley then said a few words in a heart-to-heart manner, expressing the hope that the pleasant relations between office and shop would continue, and that all hands would realize that their interests were identical.

This is the third employee that has thus been honored by the Electro-Light Engraving Company, others being Enno Ennen and Edward Anderson.

Monotype School at St. Louis.

The Lanston Monotype School at Philadelphia is one of the best-known educational efforts in the printing world. The growth of its business in the West and Middle West has compelled the Lanston Monotype Machine Company to establish a school in that section, and St. Louis has been selected as the place. It will be located at 215 North Tenth street, and conducted in conjunction with the St. Louis Typographical Union.

Like the Philadelphia school, tuition will be free, as the purpose is to furnish an ample supply of high-class operators for employers in the West, and at the same time afford compositors an opportunity to learn the monotype without incurring the expense of a long trip to the East. It is said the success of the venture is assured, as there are a sufficient number of applications on file to strain the capacity of the school for several months. It is expected the opening will occur on or about January 6, and at this writing selections are being made for the first group of students by the directorate, which is composed of the St. Louis representative of the Monotype Company and the president of St. Louis Typographical Union. Full information can be secured by addressing the school at 215 North Tenth street, St. Louis, Missouri.

An Author's Omission.

In the November (1912) issue of THE INLAND PRINTER we reviewed a book entitled "The Electric Motor and Its Practical Operation," by Elmer E. Burns, in which a list of printing-presses and machines was given, with the horse-power required for each. The Challenge Machinery Company, Grand Haven, Michigan, has called our attention to the fact that the well-known presses and paper-cutters made by that concern were omitted from the list, and for the information of our readers we are pleased to give below the names of these machines, with the horse-power required for the operation of each:

	H. P. Required
25 by 33 Stonemetz two-revolution cylinder press	1½
26 by 38 Stonemetz two-revolution cylinder press	1½
29 by 42 Stonemetz two-revolution cylinder press	2
24 by 32½ Diamond cylinder press	1¾
Advance power cutters, 30 and 33 inch	2
Diamond power cutters, 30 and 32 inch	2
Challenge power cutter, 36-inch	2½

Bidding for Public Printing.

Between vague specifications and reckless or unintelligent bidding, the letting of public-printing contracts is beginning to reach the ridiculous stage. As one illustration of this fact — and there are many others — the following editorial is taken from the Springfield (Ill.) *News:*

Bids, as they were submitted to the State Contract Committee for the state printing, may be perfectly clear and easily understood to the members of that commission, but to the laymen they are an enigma, impossible of solution.

Bids for printing what is known as "second-class matter" ranged from $66,965 to $127,076. On one specification under second-class matter the bids range from $901.68 to $25,247.

Here are two printing concerns, figuring on what is presumed to be the same specifications, the bid of one is less than $1,000 and the bid of the other exceeds $25,000.

On the total amount of printing the second-class matter the lowest bid is practically one-half that of the highest bid.

From the bids submitted it must be concluded that the specifications were very vague, or else some of the bidders were very reckless.

Perhaps after the matter has been referred to the printer expert and he makes his report to the commission, what at the present time seems inexplicable will be satisfactorily explained.

Capital Uselessly Invested.

In good business practice it is as much an error to equip a plant with machinery that costs more than is necessary to do your work right at a minimum cost than it is to have inadequate machinery and material.

A great variety of printing, such as show and poster work, street-car cards, hangers, heavy card stock, country newspapers, and blank-books as well as bookwork, catalogues and advertising folders, not requiring more than two rollers properly to cover the form, can be done more profitably on a single than on a two-revolution press.

Therefore, if your work can be handled profitably on a Cottrell Single-revolution Press, why invest in a two-revolution, costing from $1,000 to $1,500 more? Certainly a high premium to pay for a machine which does not meet the particular requirements any better than the cheaper

machine. Such an expenditure is money foolishly spent because, by so doing, capital is tied up uselessly when it should be earning a profit in useful labor-saving material and tools, and there are few plants that do not require such material. Perhaps the booklet "Cottrell Single-revolution Presses" would interest you. If you would like to receive one, the Keystone Type Foundry, general selling agents for Cottrell presses, will be pleased to mail you a copy. It contains some facts about single-revolution presses not generally known. Address Keystone houses in Philadelphia, New York, Chicago, Detroit, Atlanta and San Francisco.



"THE CALL OF THE WILD."

Title furnished by R. M. Pfizenmayer, 152 N. Fifth street, Philadelphia.

Contest for the most acceptable title for this illustration was announced in the October and November issues, the result to have been published in the December issue, but inadvertently omitted. Two hundred and fifteen titles were submitted. Mr. Pfizenmayer's suggestion has been considered the most acceptable on account of its brevity and comprehensiveness, and the year's subscription to THE INLAND PRINTER has been awarded to him.

Suit of New Era Press Against Casimir von Philp Company Settled Out of Court.

The suit in which the New Era Machinery Company, the Machine Sales Company and the Regina Company were complainants and the Casimir von Philp Company and Casimir von Philp were the defendants has been amicably settled out of court. Under the terms of the agreement the Regina Company becomes the sole licensee under the combined patents owned by the New Era Machinery Company, the Casimir von Philp Company, Casimir von Philp and Bertil von Philp, and will as such sole licensee manufacture and sell the press. The Casimir von Philp Company, Casimir von Philp and Bertil von Philp agree to retire from the printing-press business, leaving the field to the Regina Company alone. Under this arrangement the Regina Company will manufacture the Multicolor presses, together with the various additional attachments for performing special operations which both of these presses contain. This press and the devices are covered by numerous patents besides additional applications pending on various improvements.

Contract-breaking Stereotypers Ousted.

At a meeting of the Allied Printing Trades Council of Chicago last month, delegates from Stereotypers' Union No. 4, whose members violated a contract to go on sympathetic strike with newspaper pressmen, were ousted and the new local — No. 114 — was admitted as the bona fide local organization of stereotypers. This action was taken in accordance with the decision of John Mitchell, vice-president of the American Federation of Labor, to whom the matter had been referred for adjustment, and was unanimous. It is stated that the downfall of Stereotypers' Union No. 4 is directly attributable to the reckless leadership of L. P. Straube, who, it is alleged, as president of the union, not only urged the breaking of contracts but withheld from members of the union official orders from the international officers during the first days of the late newspaper strike.

Officers of the new union say that Straube will not be permitted to join the organization without the consent of the International Executive Board.

Pays Respect to Memory of Late President.

For the first time since it was installed the whistle upon the factory of the F. Wesel Manufacturing Company was silent at the noon hour on December 6. As a mark of respect to the late president of the company the many workers in the big shops were quietly dismissed, and not a wheel turned during the afternoon. Services were held at 78 Hicks street, Brooklyn, Mr. Wesel's home, at 2 P.M., and a number of the older employees paid their last tribute to the man whose energy and ability had guided them through years of successful effort.

The sadness of the event was deepened by the fact that memorial services for the late head of the company were combined with funeral services for his wife, who passed away on December 4, only a few hours after reaching home from the trip abroad which had been so tragically terminated by her husband's death and her own resulting illness.

During the interment of Mr. Wesel's remains on December 7 the machinery of the factory was stopped at 3:15 P.M. for fifteen minutes while the ashes were placed for final repose.

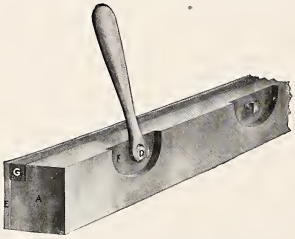
Hamilton's All-steel Patent Cutting Stick.

The Hamilton Manufacturing Company has just obtained letters-patent covering an improved all-steel patent cutting stick, which overcomes all the objectionable features found in connection with the old-style wooden patent



End view of Hamilton's All-steel Patent Cutting Stick, set in the machine.

cutting stick with which printers throughout the world are familiar. We show here illustrations of the new stick. There are no wooden parts to break. There is no turned steel on the end to interfere with full-length cut. It is not necessary to remove the body piece from the groove in the



Hamilton's All-steel Patent Cutting Stick.

machine bed when renewing the auxiliary cutting strip. A close fit of the main body piece in the groove in the machine bed is not necessary. A series of bolts, the heads of which when turned outward, engaging with the walls of the machine-bed groove, clamp the body piece in the groove as well as firmly secure the auxiliary cutting strip "G" in the main body piece, at one operation. If the main body piece is not exactly the correct size to fit the groove in the bed and is a little smaller, sheets of rubber or soft paper can be used to raise it to a level of the machine bed, and this packing is a positive advantage, acting as a cushion in the cutting operation.

The new stick is perfectly simple and perfectly practical, and is giving great satisfaction wherever installed.

An innovation in connection with the use of the all-steel patent stick is an all-metal auxiliary cutting strip which the Hamilton Company is just putting on the market. This does away with wood entirely in connection with the cutting machine. The metal strips last longer than wood and give a cleaner and sharper cut to the bottom sheets. Prices for these auxiliary cutting strips in the soft white metal can be obtained from the Hamilton Company or from any dealer in printers' supplies. They will fit any patent cutting stick ever made by the Hamilton Manufacturing Company, and it will only be necessary to give the length required. It is presumed that the introduction of this new all-steel cutting stick and metal auxiliary strip will revolutionize the cutting of paper on machines so far as the wood auxiliary parts are concerned.

State Printer Warns Incompetents.

State Printer Richardson, of California, has been endeavoring to put the state printery on the same footing as privately owned establishments, so far as efficiency in the workrooms is concerned. Expecting to employ an extra force of printers during the winter to take care of the legislative session, the State Printer issued a warning statement, which in part is as follows:

"The state printing-office is no longer a refuge for the derelicts of the printing crafts. I am giving this timely notice that the standard during the legislative session will not be lowered. Printers will have to do their work well in order to hold positions. Those who are not found competent will be dropped at once."

Mr. Richardson will probably find it difficult to secure competent printers for temporary employment. It is the experience of commercial printers that where an extraordinary force is to be employed for a short period it is necessary to accept many compositors who are, to say the least, dangerously near the "blacksmith" line. However, the State Printer is to be commended for his efforts to weed out the incompetents.

Secures Rights to Sell Hake's Gripper in Chicago.

The Champlin Manufacturing & Sales Company, 343 South Dearborn street, Chicago, Illinois, has recently acquired the full rights of the Chicago territory for Hake's Gripper, manufactured by the American Printers' Appliance Company, of Milwaukee, Wisconsin. This gripper is said to have solved the vexing problem of preventing blurring and slurring in platen presswork, and is especially valuable when printing envelopes or other "wind-bags" or uneven stock.

THE SCOTCH TEETOTALER.

The temperance reformer was justly proud of having converted the biggest drunkard in a little Scotch town, and induced him — he was the local gravedigger — to get on the platform and spout his experiences.

"E'y friends," he said, "I never, never thocht to stand upon this platform with the provost on one side of me and the toon clerk on th' ither side of me. I never thocht to tell ye that for a whole month I haven't touched a drap of anything. I've saved enough to buy me a braw oak coffin wi' brass handles and brass nails — and if I'm a teetotaler for anither month I shall be wantin' it!" — *Newark Star*

"B. L. T." PICKUPS.

ORTIE M'MANIGAL PLEASE WRITE.

Dynamiting done, also butchering. L. Watkins.— *Canton (Pa.) World.*

HER REGULAR FRIENDS.

Miss Mmy Draggs visited at Lancaster over Sunday with her regular friends.— *Dubuque Times-Journal.*

WE DON'T QUITE GATHER YOU.

Notices to be inserted in this issue must be received at the office not later than the 2d Monday of the following month.— *Chicago Hebrew Institute Observer.*

THE VERSATILE MRS. MURPHY.

I would like a position caring for the sick; confinement a specialty, and getting up dinner parties. Mrs. D. J. Murphy, 169 Murray street, Binghamton.— *Binghamton Press.*

WHY NOT HUNT FOR THE LADY?

Lost — Closed face lady's gold watch between U Hall and Cor. Wells and Prospect. Reward.— *Michigan Daily.*

WHO, INDEED?

As yet I have seen no report of the corn crop. Morris Brown on the W. Fisher farm harvested about 3000000000000000000 ETAO SHRDL CMFW bushels from 25 acres. Who has done better?— *Galesburg (Mich.) Argus.*

OLD BUT GOOD.

In the present high cost of living, thanks are due the Corydon Republican for this helpful receipt: "To keep aunts away from the refrigerator, tie woolen string around each leg saturated with turpentine."

SOME LIKE 'EM SOFT BOILED.

Candy Maker — Particularly anxious for the services of an expert hard boiled candy maker.— *Chicago Tribune.*

CONSIDERABLE FALL.

Mrs. Jason Cole, mother of Mrs. Lester Earnist, South High street, fell eight feet off a cellar stairway landing at the home of her daughter.— *Freeport Standard.*

THE INSPIRED COMPOSITOR.

A great big loving and loveable man will retire from the presidency and carry with him the respect and affection of 90,000 of his fellow citizens.— *Memphis News-Scimitar.*

A FANCY CHANGE FOR MARY.

Miss Mary Keenan, teacher in District No. 29, spent Thursday night with Lloyd and Vesper George. She lives back on the prairie and enjoyed herself very much strolling around the creek in the evening.—*York (Neb.) Republican.*

PERHAPS TO GET UNDER COVER.

She was dressed in her usual uniform — a battered old beaver hat and a new, shiny book — and she seemed in a great hurry.— *Saturday Evening Post.*

SIGNS OF THE TIMES.

In Baltimore: "Permanent and Transient meals." In the Hotel Edward: "Stenographer's hours 9 to 12 A.M.; 2 to 5 P.M.; evenings by appointment." On a bottle of olives: "Keep this bottle in a cool place. Rinse with cold water and serve with cracked ice." In Cincinnati: "Mehas Candy — Mehas Ice Cream Soda."

A BRAND FROM THE BURNING.

Lincoln McConnell is scheduled to appear for an address at the College auditorium to-morrow night. Mr. McConnell once was a policeman in Atlanta, but was converted to Christianity.— *Monmouth Atlas.*

YOU BET HE WILL.

If you have money, lands or estates due you anywhere, write to L. Fulton, Attorney, Denton, Texas, and he will get it.— *Texas Stockman and Farmer.*

THOSE CARELESS DELIVERY PEOPLE.

Born to Mr. and Mrs. Arthur Zimmerman, No. 1507 Erie avenue, a daughter, instead of to Mr. and Mrs. Walter Zimmerman.— *Sheboygan Journal.*

WHY PAY A PUZZLE EDITOR $100 A WEEK?

Personal —After December 3, 1912, I will not be responsible for any debts contracted only by myself. John W. Wilmer.— *Chicago Tribune.*

WHO WOULDN'T BE A MISSIONARY?

For every missionary sent abroad last year, Christian America sent 1,495 gallons of liquor. What a record! — *Report of an Evangelist's Sermon in the Charleston (Ill.) Courier.*

THE SECOND POST.

"Dear Sirs: I dont think I ow you aney cards My Little Boy Clarence & I have sent you 8 Subscribers this winter and myne he told you not to send the cards and you did not I get your Papers & allso the samples you sent whare the trouble is you have to many naimes for won Person My name is S. A. Hell and the Boys name is Clarence Hell. You write them Hill there is no Hills here, the Mail Man says everything that looks like Hell he brings it out here.— *Received by a farm paper.*

THANKS. WE WON'T.

The next dance at Krause's hall will be given Saturday evening. This will probably be the last dance of the season and a large crowd is expected. Don't fail to miss it if you are looking for a good time.— *Burlington (Wis.) Standard-Democrat.*

SLIPPED ON A CAKE OF SOAP.

On last Tuesday evening a crowd of Summerfield's young people gathered at the home of Mrs. Nathan Mayo, and at 8:30 made a dash for Mrs. Rickston's home, where Miss Jennie Wilder is visiting. As she was not expecting any one, Miss Jennie was really surprised, but soon appeared very neatly attired.— *Ocala (Fla.) Banner.*

NOT KNOCKING THE AD. FRATERNITY.

Man — Young, capable of writing strong punch-up letters; must be willing to work hard; this is no advertising man position.— *The W. G. N.*

— *Line-o'-Type or Two, Chicago Tribune.*

UP-TO-DATE.

"Are you interested in contemporary history?"

"Not much. I am more interested in what is going on now."— *Baltimore American.*

AN INSTINCTIVE SELECTION.

The fellow who always urges "let's have another round" invariably goes to the fellow who says "Can't; got to hurry home to the kids," when he wants to borrow money.— *Exchange.*

BOOK REVIEW.

For Students in Journalism.

"Essentials in Journalism," a Manual in Newspaper-making for College Classes; by H. F. Harrington, director of courses in journalism, Ohio State University, and T. T. Frankenberg, staff *Ohio State Journal*. Printed on coated paper with illustrations in half-tone; 300 pages; bound in brown buckram, stamped in dark brown and gold; Boston: Ginn & Co., publishers. Each phase of journalistic activity is taken up progressively in chapters dealing with journalistic style, words and phrases, the structure of a news story, gathering news, types of news stories, the reporter, the city editor, other desk positions, interviews, dramatic criticism and other criticism; editorials, paragraphs and bureaus; head writing and make-up; getting the paper printed; the American newspaper; country journalism. A copious appendix dilates on journalistic style, words and phrases, the structure of a news story, skeletons of news stories, suggestions for feature and news stories, general instructions to reporters and copy-readers. A well-arranged index and a number of exhibits of front pages of great newspapers complete the work. Price $1.75. May be obtained through The Inland Printer Company, Chicago.

"Newspaper Reporting and Correspondence," a Manual for Reporters, Correspondents and Students of Newspaper Writing; by Grant Milnor Hyde, M. A., instructor in journalism in the University of Wisconsin. Printed in long primer type on toned paper; 348 pages; bound in crimson, ribbed buckram, stamped in gold. The author "offers the book as the result of personal newspaper experience and of his work as instructor in classes in newspaper writing." The chapters include gathering the news, news values, newspaper terms, the news story form, the simple fire story, the feature fire story, faults in news stories, other news stories, follow-up and re-write stories, reports of speeches, interviews, court reporting, social news and obituaries, sporting news, human-interest stories, dramatic reporting, style-book. To this comprehensive subject list is added appendices giving suggestions for study and examples of news stories to be corrected. A valuable feature is a complete index. Price $1.75. The Inland Printer Company, Chicago.

Writing-book Printed in Colors.

A new writing-book for schools, published by B. D. Berry & Co., Chicago, is an exceptionally interesting piece of work. It contains twenty-six full-page illustrations by Frederick Richardson, and is gotten up in an exceptionally attractive manner, being printed in colors.

A $100,000 FIND.

Book stock worth something like $1,000 a pound is lying in the warehouse of Edward D. Hemingway, now trading as William Hemingway, and soon to be incorporated as the Edward D. Hemingway Paper Stock Company, of Philadelphia, Pennsylvania. But it will not be sold as paper stock, for stamp collectors are going crazy over what they pronounce the greatest find of rare stamps in the history of the United States. And Mr. Hemingway is negotiating for the sale of the "junk" at something like $100,000.

The great find was telegraphed on December 6 to the four corners of the world where stamp enthusiasts gather. Mr. Hemingway is least excited of all and is decided to dispose of the whole lot at bargain prices as a job rather than be pestered by disposing of them piecemeal, even though he had just received $2,500 for one of the rarest individual stamps.

And yet there are those who declare at every gathering of the mill men that there is no profit in the paper-stock business.

There is no more widely known dealer in stock than Mr. Hemingway. He has certain business policies which are respected by every mill in the country. He also has his hobby — life in the open air, as will be recalled from these columns.

Recently he submitted a bid to a certain financial institution to clear its vaults of old book-stock. He was awarded the lot. Then he left for the South, turning over the matter to his manager, Frank D'Miller.

While in New Orleans Mr. D'Miller wrote him of the find of rare stamps, incidentally mentioning the fact that they were of the Saint Louis "bear" issue of the early forties, and that a stamp-collector had placed the value of $2,500 on one stamp out of the one hundred-odd which were in the collection. Mr. Hemingway merely wrote back, "Lock them up in the safe."

There they reposed. Then Mr. Hemingway went off to Canada, read up stamp-collecting literature, and recently on returning to the city got busy, not with the mill men but with philatelists. He has received something like $10,000 for a few of the stamps, but he has decided to dispose of the remainder in bulk, and two syndicates are outbidding each other for them at a price somewhat in excess of $100,000.

Incidentally Mr. Hemingway is nursing two broken ribs sustained by a fall from a chair while in his camp in Maine.— *Paper Trade Journal.*

AS TO "FILLERS" AND PROFITS.

In the *Saturday Evening Post*, of December 14, 1912, is printed an article by Forest E. Crissey, in the main an interview with Edwin R. Wright, president of the Illinois Federation of Labor, on the topic of public-school education. There can be little question of the correctness of his position in the matter of the high cost of schoolbooks in the United States as contrasted with Canada; nor will there be much dissent in the main as to the reasons given for this cost. Mr. Wright is quoted as saying:

> What I found was this: the publisher made a profit on these four-cent primers and all the labor involved received a maximum wage at that! In other words, he did not make his profit by taking it out of the men who did the actual work of producing the book. How did he turn out the books at so low a cost to the parents and still keep the account on the profit side of the ledger? First, he had a sure sale — to all practical purposes, a certified sale. Second, he had practically no selling expenses — no "entertainment expenses"; no devious costs for "lining up" a board of award or a bunch of school trustees. Third, he manufactured in large quantities, which enabled him to get the cost of his materials down to rock bottom. Fourth, he used this work as a "filler" to keep his force and his machinery in operation during periods of slackness, when there was a lack of work yielding a larger margin of profit. The overhead expenses, the fixed charges of all sorts in that printing-shop, were, of course, the same in the slack season, when a part of his force was idle, as in the busy season. Therefore, if he could keep the wheels turning and the hands all busy when slack times were on and make a profit of only five per cent on the operation, the gain was really much greater than that, because of the equalization of the fixed charges.

Printer-employers will be interested in Mr. Wright's tacit approval of the "filler" as a means of reducing the charge for printing; and a like approval of the fact that on a very large and important contract the employer should be satisfied with a profit of "five per cent."

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING —A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS —A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

ADDRESS WANTED.

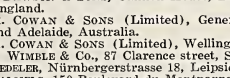
FRED GOGA left Cleveland home May 23 without warning or cause; spent next few days working in Akron; age 18, 5 ft. 10 in. tall, weighs 130 pounds, untalkative, dark shade blond hair, four fingers on left hand knotted by break, facial expression sad and diligent; has no bad habits, plays violin; spent one summer in Germany; is ⅔ typesetter and pressfeeder; born and raised in Cleveland; his mother is heartbroken and now on her deathbed; his restitution or information of whereabouts will be well rewarded; doctors recommend his immediate return; expense no object; telegram information to MRS. GOGA, 3686 East 49th st., Cleveland, Ohio.

BUSINESS OPPORTUNITIES.

FOR SALE — On account of other business interests will sell my printing plant and will offer to practical man at a bargain; office is most complete job office in city of 32,000 population, and is doing the finer class of work, such as bank and society printing, net receipts about $9,000 a year, which can easily be increased; 1 14½ by 22½ jobber, 1 10 by 15 jobber, 1 8 by 12 jobber, all Gordons; 1 Tatum punching machine and punches, 1 wire-stitching machine, 1 20-in. perforating machine, 28-in. paper-cutter, 3 h.-p. electric motor, 265 fonts latest type in steel-run cabinets, stones, drying racks, roll-top desk, show-cases, counter, 1 typewriter, leads, slugs and everything for a complete office; office established 15 years, but machinery is new in the last 3 years; $3,500 fire insurance; price, $4,000, clear of debt, and would sell half-interest for $2,000. Address STOCKTON PRINTING CO., Stockton, Cal.

OFFICIAL NOTICE: In compliance with Section 30, Constitution and Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1913, are invited. Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1913 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. J. C. ROOT, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World.

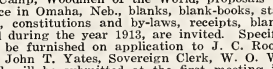
Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

ASTRA ESTABLISHMENTS.—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

FOR SALE — Job printing business in Edmonton; fastest opening city in Canada; population nearing sixty thousand; more work offering than plant can handle; live Master Printers' Association assures good prices; owners retiring; small payment handles. Address DRAWER 276, Edmonton, Alberta.

PRINTING BUSINESS FOR SALE in Seattle, consisting of cylinder press, 3 jobbers, cutter, punching machine, power stitcher, perforating machine, good line type, price $4,500, half cash, half easy payments; splendid location and connection; good reasons for selling. P. O. BOX 85, Seattle, Wash.

EXCEPTIONAL OPPORTUNITY for experienced and ambitious salesman in the printing-ink business to acquire partnership in a small concern with excellent prospects; energetic man with western trade preferred; state references. A 110.

FOR SALE — Small newspaper in rapidly growing Washington town; $900; part cash; brings in $100 or more per month and growing all the time. A 134.

JOB-PRINTING PLANT, finely equipped, good opening, easy terms, must sell. Address 407 FOSTER BLDG., Denver, Colo.

FOR SALE — A thoroughly organized and money-making printing business in Texas. M 928.

ENGRAVING METHODS.

MAKE YOUR OWN CUTS—By my photoengraving process any printer can automatically copy pictures from newspapers, drawings, catalogues, and make zinc printing-plates; purely mechanical, no drawing; complete working instructions, $1. H. CANFIELD, 437 East Woodlawn, Germantown, Philadelphia.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

FOR SALE — Rebuilt machinery with absolute guarantee: 29 by 42 Whitlock, four-roller, printed-side-up delivery; 23 by 28 Pony Campbell, front-fly delivery, two-revolution presses; 20 by 30 Gally Cutter and Creaser; 15 by 21 Golding Jobber, with improvements; 14 by 22, Gally, long bar throw-off; 14 by 20 Peerless, late style; Embosser, by Sheridan, head 15½ by 18, four-rod. Paper-cutters: 28-in. Acme, self-clamp; 32-in. Acme, self-clamp; 36-in. Sheridan "Ideal"; 38-in. Acme, self-clamp; 30-in. Stimpson Perforator. Send for complete illustrated list. PRESTON, 167 East Oliver st., Boston, Mass.

KIDDER PRESSES.

One 12 by 26 2-color roll feed, bed and platen press;
One 12 by 16 2-color Perfecting roll feed, bed and platen press.
FIRST-CLASS CONDITION; GREAT BARGAINS.
Address GIBBS-BROWER COMPANY, 261 Broadway, New York.

LINOTYPE — Canadian Model No. 3 with extra magazine, two molds, four fonts of two-letter matrices and extra sorts. MONOLINE — equipped with two molds, one font matrices, very late model, good condition. IMPERIAL PUBLISHING CO., Ltd., Halifax, N. S., Canada.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One No. 4 Miehle press, size 29 by 42, with Dexter feeder and electric motors and control; also one 44-in. Seybold cutter. H. H. WILCOX, Newtonville, Mass.

LINO-TYPEWRITER — The typewriter with the linotype keyboard; sold on easy terms; write for special introductory price. BUCKNER LINO-TYPEWRITER CO., Berkeley, Cal.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — Two Model 3 Canadian Linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

FOR SALE — 1 John Thomson Eccentric Embosser, size 12½ by 18½; has been used very little. Apply FRANK NOSSEL, 38 Park Row, New York.

FOR SALE — Eight thousand 10-ply "B" blank white sheets twenty-five inches square. WESTERN BOILER PIPE COMPANY, Monmouth, Ill.

FOR SALE CHEAP — Sheridan Perfect Gem 30-in. cutter. H. LANDAUER & CO., 8th floor, 125 S. Market st., Chicago.

FOR SALE — One Canadian Linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

HELP WANTED.

Bookbinders.

WANTED — At once, experienced foreman for bookbindery in the Middle West; must be a thorough executive and understand the operation and direction of bindery machinery; wages $30 a week to begin; send references with answer. A 102.

WANTED — Bindery foreman in one of the largest plants in the Northwest; man acquainted with all kinds of work — pamphlet, ruling, blank-book, leather and cloth work; a fine permanent position for the right man. A 124.

BOOKBINDER — Capable of foremanship in job blank-book bindery employing about 7 men and boys and 18 girls, and operating usual pamphlet machinery. S. A. STEWART CO., 341 6th av., Pittsburgh, Pa.

Compositors.

WANTED — First-class all-around compositor for medium-sized plant in middle western city of 100,000 handling good grade of commercial and catalogue work; union, married, tasty, capable of handling copy intelligently, and a worker; steady; give particulars and salary wanted. A 107.

WANTED — Compositor having original ideas, and skill to express them in type; union. BOX 678, Troy, N. Y.

Foremen.

POSITION OPEN — As advertising manager and manager printing department for one of the largest distilling and wholesaling houses; a big opportunity for the right man if he is willing to work hard and systematically; considerable work and correspondence must be done, laying-out and originating mail order and other selling printed matter; the entire output of a large print-shop is thus utilized, and we want the best talent; young man preferred. A 114.

MANAGER of job-printing department wanted; a situation is open with a large periodical publishing house for an experienced man to take charge of its job printing; this demands accurate knowledge of paper stocks, printing and folding processes and the ability to handle large and complicated runs; write, stating age, references and experience, A 686.

Papermaker.

WANTED — Experienced papermaker as inspector of paper in Chicago printing plant; give age and experience. ROOM 911, 30 N. Dearborn st., Chicago.

Pressmen.

WANTED — Pressroom foreman, by a large printing house in Central West; the applicant must be a man who has a thorough knowledge of presswork, a good manager of men, who knows how to turn out quality work and who knows how to get work through a pressroom with the smallest amount of lost time; we do large catalogue and publication work of the best quality; permanent position with good salary to the right man. A 116.

WANTED — Pressman who has worked on Kidder and other automatic presses in ticket-printing office; steady position to the right man. Address, stating experience and wages wanted, DILLINGHAM PRINTING CO., Bairdstown, Los Angeles Co., California.

WETTER
IN A CLASS BY ITSELF
NUMBERING MACHINES
SOLD AT RIGHT PRICES
All Type Founders and Dealers
Wetter Numbering Machine Company
335 Classon Avenue, Brooklyn, New York, U. S. A.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Salesmen.

WANTED — One of the leading printing-ink makers with a Chicago branch desires an experienced salesman commanding a good following for the city of Chicago; only one with a good trade is desired; this may include the management of the office; address, with full particulars, A 106.

SALESMAN wanted to represent us in Chicago territory, and to take charge of our Chicago office; only reliable live men with a successful selling record in our line, and a good acquaintance with the printing-press trade need apply; state fully particulars, age and salary. WALTER SCOTT & CO., Plainfield, N. J.

WANTED —A high-grade printing salesman who can write copy, design what a customer wants and sell it to him; we operate the U. T. A. Cost System; give references from one or more employers. BOX 21, Uptown Postoffice, Pittsburgh, Pa.

HELP WANTED — Good side line, for live salesmen visiting printers in all parts of the United States and Canada. DE BOISE BRESNAN CO., INC., 23 Park Row, New York.

SALESMAN WANTED for Printers' Supply House to travel in Wisconsin; experienced man preferred. A 117.

SALESMAN to represent printing-ink house in Chicago. N 94.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

MISCELLANEOUS.

ELECTRICITY REMOVED FROM PAPER — Electrified paper handled on presses without the slightest difficulty by use of my Electric Annihilator; can attach to any cylinder press in 3 minutes; if interested write for price. BENFORD CO., Shenandoah, Iowa.

SITUATIONS WANTED.

Artists.

SITUATION WANTED by artist with printing or engraving house or will take charge of department; does designing of catalogues, booklets, photo-retouching and mechanical work; must be in Chicago. M 777.

Bookbinders.

BINDERY SUPERINTENDENT or working foreman of 20 years' experience wishes position; can do marbling. JOHN STUART, Edgewood, White Plains, N. Y.

POSITION WANTED by first-class blank-book forwarder; Western State preferred; 10 years' experience. CHAS. OPEL, 270 Clark av., Freeport, Ill.

SITUATION WANTED as bindery foreman; twenty years' experience; all kinds of work; want to locate in Chicago. N 96.

BOOKBINDER — All-around man wants position; finisher, stamper, forwarder, ruler; West preferred. A 715.

Compositor.

COMPOSITOR — 23 years old, union, now on weekly newspaper, desires position with opportunity on linotype; full particulars first letter. A 121.

Foremen.

AN ALL-AROUND PRINTER, successful as manager, superintendent and estimator, wants position as above with some good firm doing good work in the Middle West or West, after January 1, 1913; married, sober and industrious; A-1 references; please state conditions in full and salary in first letter. Address A. R., 132 Myrtle st., Boston, Mass. Suite 1.

FACTORY MANAGER, for 5 years, connected with one of Chicago's largest and best-known printing houses, desires new connection January 1; practical, and has an exceptional knowledge of the various branches of the business, art, engraving, composition, presswork, binding, etc.; has been able to show big results in making departments pay. A 123.

SITUATION WANTED by a man whose knowledge and experience exceptionally fit him as manager of modern printing plant; has had 11 years' experience in printing business and 3 years' experience installing cost and accounting systems in the plants of printers and allied lines; best of references; salary $60 per week. A 792.

WANTED — Supervisory position, practical, all-around man, thoroughly familiar with all branches of trade, close buyer paper stock and materials, capable estimator, executive ability, shop, office, and soliciting experience, fine references, now in the East, prefer West. A 983.

WANTED — Position, as foreman or manager of print-shop in town of 5,000 to 10,000. Address P. J. O'ROURKE, 329 11th st., Toledo, Ohio.

WANTED — Position as superintendent of large printing plant; am good estimator and organizer, and able to handle force to get results. A 126.

WORKING FOREMAN, experienced in laying out copy and producing results, desires foremanship with progressive firm. A 947.

SITUATION WANTED as manager, superintendent or foreman of offset department. N 95.

Pressmen.

WANTED position as pressman; Gordon experience 12 years, will feed, steady position; salary $15. J. B., 37 Boyd ave., Jersey City.

Proofreaders.

PROOFREADER (nonunion), first-class experience, seeks position in medium-sized shop; Middle West preferred; state salary. A 112.

PROOFREADER, very highest quality in every line; only large progressive firms. N 66.

Salesmen.

SALES MANAGER — Am seeking a change January 1, and am desirous of connecting with progressive house doing high-grade work who will offer a future to a man with experience and ability to do things; am a practical printer, having worked at all branches of the business; put in 10 years on the road in the Central and Eastern States, handling high-grade catalogue work complete. A 133.

SALESMAN, experienced in printing and bookbinding machinery, wants to connect with some manufacturer of labor-saving automatic rotary offset or cylinder presses or bookbinders' machinery; want Chicago territory. N 93.

SALESMAN wants situation with large printing, lithograph, offset or bookbinding plant; 20 years' experience. Chicago territory. N 97.

SALESMAN wants position with wholesale paper house in Chicago; experienced in bonds, flats, book, covers and cardboard. N 98.

WANTED TO PURCHASE.

MONOTYPE OUTFIT WANTED — Two casters, 1 job caster, 2 keyboards, also job mats, molds, air compressor, etc.; can wait until January 15, 1913, for delivery; spot cash for any of above. A 119.

WILL PAY CASH for 1 or 2 modern Autopresses; quick action desired. A 120.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c; 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Hot Die Embossing.

STEARNS, HOWARD & CAMPBELL, 557 W. Monroe st., Chicago. Catalogue covers, labels, show-cards, etc.; engravers and die sinkers.

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st. Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

Photoengravers.

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-13

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York.

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-13

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

Photoengravers' Metal, Chemicals and Supplies.

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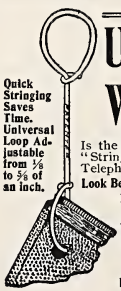
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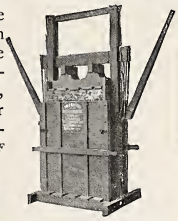
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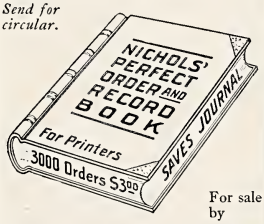
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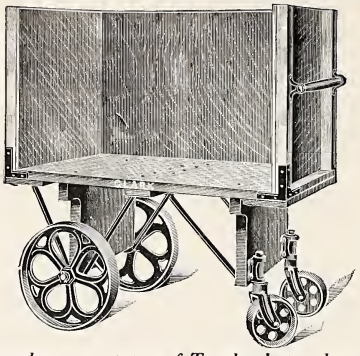
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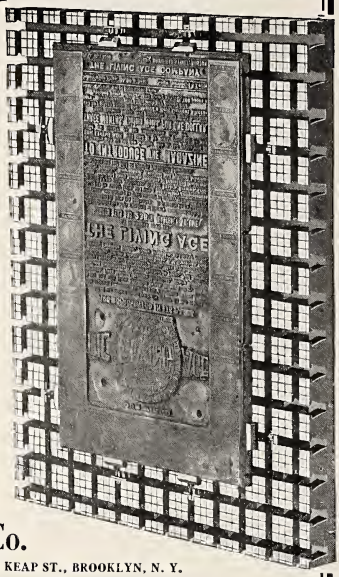
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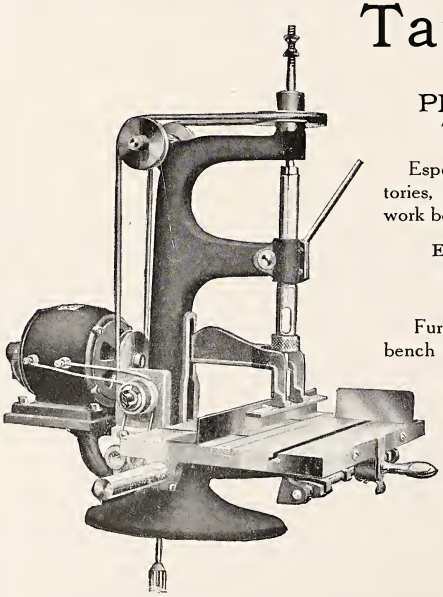


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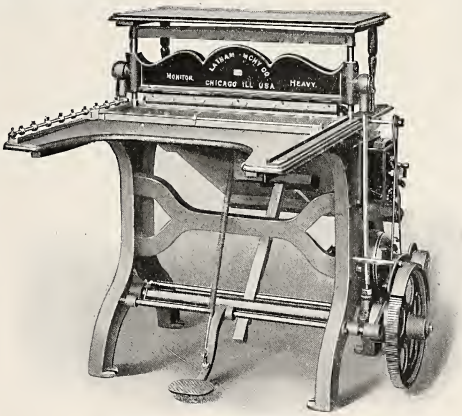


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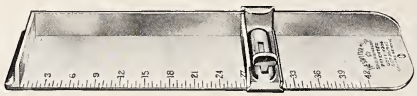
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That "I will swear off using any other composing stick than the STAR, and that I will persuade my fellow compositors to do the same."

THE STAR COMPOSING STICK



in point of coming up to all requirements is without doubt in a class by itself, because it supplies the demands of a satisfactory stick long hoped for.

Our German Silver Stick

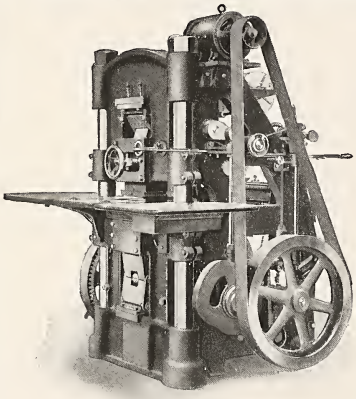
is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. Made in all popular sizes, both in Nickel-plated Steel and German Silver.

ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company
"Tools of Quality for Particular Printers"
Springfield, Ohio, U. S. A.

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

C. R. Carver Company
N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Good Workmen, Good Tools, Good Results

The Big Thing in Printing Office Management

THE craftsman, no matter what his line, must be provided with the best tools in order to produce the best results. The most important tools a printer uses are the letters—the type. With these he constructs his designs—his title-pages, cover-pages, books, commercial stationery, etc. And if the results of his efforts are to be satisfactory these tools must be good. They must be not only mechanically perfect, that the printing may be sharp and clean, but they must be the best in design—conforming to the basic principles underlying the construction of good letter forms, and not freakish in their shapes—so that the finished work may be attractive to the eye.

And these tools of the printer—these alphabets of letters—can be best supplied by The American Type Founders Company—its magnitude and efficient organization guarantee this. Mechanically, its products are perfect, and artistically, they are always right because fundamentally correct in design. If you expect good results, you must give your workmen good type. The

American Type Founders Company

has made it easy for you to secure this good type by establishing Selling Houses as follows:

BOSTON, MASS. . . 270 Congress Street
NEW YORK CITY, Rose and Duane Streets
PHILADELPHIA, PA., 17-19 South Sixth St.
RICHMOND, VA., 1320 East Franklin Street
BALTIMORE, MD., 213-217 Guilford Avenue
BUFFALO, N.Y. . 45 North Division Street
PITTSBURG, PA. . . . 323 Third Avenue
CLEVELAND, OHIO., 15 St. Clair Ave., N. E.
CINCINNATI, OHIO . . . 646 Main Street
CHICAGO, ILL., 210-212 West Monroe Street
DETROIT, MICH., 43-45 West Congress Street
ST. LOUIS, MO. . Ninth and Walnut Streets
MINNEAPOLIS, MINN., 419-423 Fourth St., So.
KANSAS CITY, MO. . 602-604 Delaware Street
DENVER, COLO. 1621 Blake Street
PORTLAND, ORE. . . . 92-94 Front Street
SAN FRANCISCO, CAL., 820-822 Mission Street
VANCOUVER, B.C., Homer and Helmcken Sts.
SPOKANE, WASH., Sprague Ave. and Browne St.
LOS ANGELES, CAL. . 121 North Broadway
DALLAS, TEX. . 2024-2026 Commerce Street

SET IN MEMBERS OF THE BODONI FAMILY :: HYLITE BORDER :: LITHOTONE BRASS RULE

Are You Fond of Fine Pictures?



Then Place Your Name on the Royal Mailing List for 1913

ROYAL PROOFS representing various subjects, some in full color, some in monotone, but each and every one suitable for home or office decoration, will be mailed to you several times during the coming year.

The object of this offer is to secure your personal interest in the art of making duplicate engravings—commonly called electrotyping.

The fact that the proofs we shall send you are to be printed from Royal Electrotypes brings our offer down to a straight business appeal—each proof will be calculated to exert an influence in favor of the Royal Plant at Philadelphia—the largest and most completely equipped electrotyping establishment in America.

There will be no obligation on your part when you send in your name, for we shall depend on the examples of our work to win you as a constant Royal customer.

This offer is confined to persons actually interested, in buying or selling printed publicity.

Read the Royal address to your stenographer

ROYAL ELECTROTYPE COMPANY

616 SANSOM STREET, PHILADELPHIA

Electros Made From Monotype Type Are Good Electros

Few printers realize the time lost in the pressroom in trying to print from poor plates, made from slugs or old foundry type—especially when used in the same page.

A prominent printer has stated that a pressman often spends more time than the whole cost of the plates before he can get them to print well, if at all. He advised printers to pay a higher price for plates and to insist upon the most perfect that skill could turn out, and asserted that it would save at least five dollars for every extra dollar paid.

Electrotypes made from MONOTYPE are true to height, deep-cut, and have clear, sharp faces, with a consequent longer life. Greater economy can be achieved than in the plate-making itself, if printers were brought to realize that good plates are made only from good type—and Monotype type is always new, clear-cut and true to height.

Lanston Monotype Machine Co.

Philadelphia

BOSTON NEW YORK CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

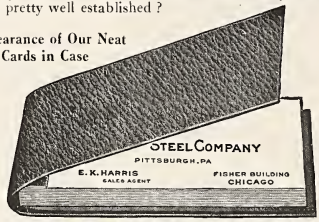
372

Draw a Winning Card

Every customer a trade winner, giving you his hearty support and patronage—what would it mean to you?

Haven't you figured it out that when you have succeeded in getting your customers in that frame of mind, your business will be pretty well established?

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

create such a fine enthusiasm among their users that they can not desist from recommending them and almost insisting that their friends use them, too.

If you are the dealer in your locality where these cards can be bought, you are right in line for the benefits of this enthusiasm, patronage and support.

The clean, smooth edges, the neatness of the case and the economic utility of the card will make the appeal to you as well as to your customers.

Send to-day for a sample, and see how they really are. Our plan for the dealers will also accompany the request.

The John B. Wiggins Company

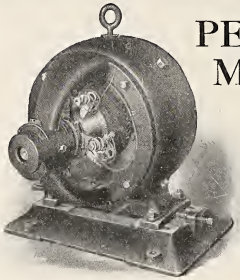
Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street Chicago

You Take Nothing For Granted

when you install our "built-for-the-purpose" motors.



PEERLESS MOTORS

represent the experience of over 15 years, and each motor is made to fill the exact requirement of the purchaser. Therefore, you have concentrated and condensed power—*important features* worthy to be considered by the printer.

Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.

Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

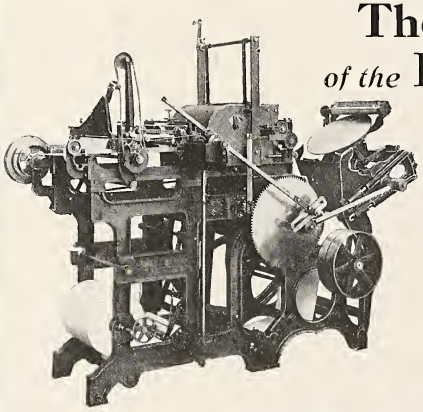
The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block NEW YORK, 43 West 27th Street

And All Principal Cities



The Highest Evolution *of the* Platen Printing-Press

Combining all the features that go to make a press answering the call of the day

In the erection of this press we studied the requirements of the *average printer*, and the success thus far is the best evidence that we have filled a long-felt requirement.

Before You Buy Another Press of Any Kind, Investigate Our Proposition

Before you make another purchase, why not investigate all our claims and add to your equipment this all-around, dependable press?

NOTE SOME OF THE SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors.

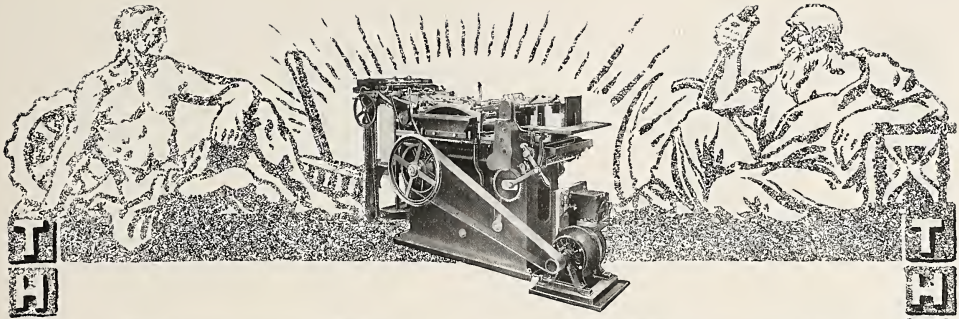
Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit*. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class jobwork.

Toledo Web Press Manufacturing Company Toledo, Ohio



THE AUTOPRESS COMPANY

Every Day You Haven't THE AUTOPRESS

That Day You Are Losing Just So Much Money That Could Be Profitably Applied Upon the Purchase of One

READ THIS

"During the month of October we ran on our press 568,878 impressions in 139.7 running hours. This work consisted of various kinds of one, two and three colors. The AUTOPRESS is the best investment we have made from a money-making point of view."

(*Butterfield Printing Co., Lowell, Mass., Nov. 15, 1912.*)

"Perhaps you will be interested in knowing the result of our test of the AUTOPRESS in our own plant. In 21 days the record is as follows:

Miscellaneous time	34.4 Hours
Make-ready time	18.9 Hours
Running time	102.8 Hours
Number of impressions	329,725

"This is an average of 2,136 impressions per hour, including make-ready and running time. For running time alone the press averaged 3,255 per hour."

(*The Gray Printing Co., Fostoria, Ohio, Oct. 31, 1912.*)

"On referring to our records we find that the AUTOPRESS for 26 working days has turned out a total of 612,900 impressions, consisting of 51 forms, large and small, on various grades of stock and colors of ink. We recommend the press as a money-maker."

(*The Newell B. Newton Co., Toledo, Ohio, Oct. 18, 1912.*)

But the result of Autopress work in your plant will count more than thousands of testimonials we may present to you, or thousands of pages we may print concerning what the AUTOPRESS has accomplished for other printers. It will count more than what others may tell you. Send today for full particulars.

THE AUTOPRESS COMPANY

BRANCH OFFICES:

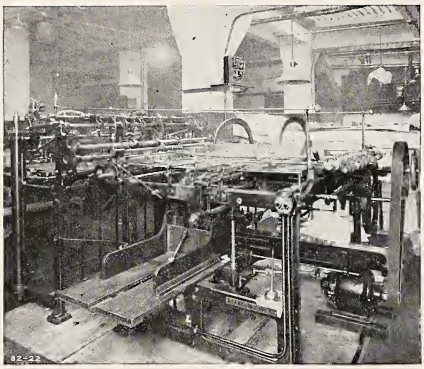
CHICAGO, ILL., 431 So. Dearborn Street
SAN FRANCISCO, CAL., Phelan Building
TORONTO, CAN., Stephenson, Blake & Co.
ATLANTA, GA., Rhodes Building
BOSTON, MASS., 176 Federal Street
PHILADELPHIA, PA., 716, 1001 Chestnut Street

THE AUTOPRESS COMPANY

299 BROADWAY NEW YORK



"Just Press a Button"



A Dexter Folder with Monitor Push Button Control

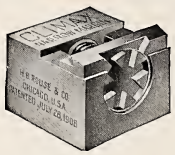
The Monitor System

WHEREVER the Monitor System of Automatic Control is given a trial it so overwhelmingly proves its value and worth that it soon supplants all other types of control. Not only are Monitor Controllers superior in construction, action and reliability to other forms of automatic control as applied to the printing industry, but they are now available at a price but little in advance of the old-style hand-regulated rheostat.

THE Monitor System of Automatic Control is used in such modern plants as the Bureau of Engraving and Printing, Washington, and the Curtis Publishing Company, Philadelphia, and thus receives the endorsement of the highest authorities. The value of the system is just as great in the smaller plant, where it affords the same immunity from careless handling of the machines and injury to the operator. It saves time, increases output, and makes control so simple and certain that its use becomes indispensable in the progressive shop.

Monitor Controller Company
111 South Gay St., Baltimore

2122





The Rouse Unit System

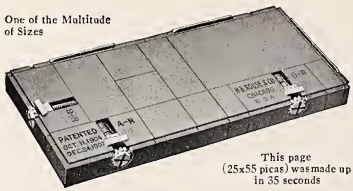
of bases and register hooks insures composing-room and pressroom efficiency, which means increased output on a standard basis of cost.

The Rouse Unit System Bases and Register Hooks eliminate all waste time in making up, making ready and registering; the system that permits the quickest change in plates, the narrowest possible margins, and a permanent make-ready. It reduces the waiting time of your presses, and insures the greatest output as well as the best work. Don't spend another dollar for hooks of any kind until you have compared the Climax and Combination with the imitations—*then buy the best.*

The Great Saving in Make-Ready

is realized through the installation of the Rouse Universal Block.

One of the Multitude of Sizes



This page (25x55 picas) was made up in 35 seconds

Any size page can be made up in from 15 to 50 seconds and the plates clamped or released quicker than with any other system. A single set makes up eight pages into about 160 different sizes, ranging from 17x25 up to 35x51 picas, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of 2 picas in either width or length, or both width and length.

Price, per set, including Steel Ratchet and Dust-proof Case that fits a printer's stand, a practically universal and indestructible outfit, for *only $55.* Sold by dealers everywhere.

MADE ONLY BY

H. B. Rouse & Company
CHICAGO

"Modern Methods" explains everything. Have you got your copy? It's FREE.

ANNOUNCEMENT

TO THE PRINTING CRAFT

Advance  Foundry

After practically twenty years of concentrated effort we have finished the most modern and efficient equipment for the manufacture of type.

As we are absolutely independent of all other type-founders, we are in a position to supply the highest grade of type at moderate prices.

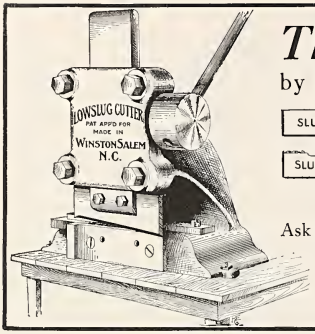
We are superbly equipped for the very rapid production of special and exclusive faces. We have broken all records in this line of work and solicit your business.

Wiebking, Hardinge & Co.
Proprietors of

Advance Type Foundry

1131-33 Newport Ave. Chicago

Set in 14-18-24-36 Point Craftsman.



This Machine Saves Your Money

by saving the time of your make-up man and pressman.

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

It cuts your slugs so that it is impossible for them to blur the page.

INSTALLED FOR TEN DAYS FREE

Ask for full particulars about this money-saving machine and the free trial offer.

Lowslug Machine Co., Winston-Salem, N. C.

Orders May Be Sent Through Any Typefoundry

Typesetting Machine Engineers' Journal

23 Duane Street, New York

A monthly magazine devoted to composing-room machinery, edited and published by practical machinists.

Complete patent records of inventions applicable to typesetting and typecasting machinery in all countries—a feature.

$1.00 A YEAR

Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

Manufacturers of

Printing & Lithographic Inks

Western Branch: 705 South Dearborn Street, Chicago

BLACKSTONE BLACK—The Acme of Density. For Fine Half-tone Printing. A Free Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

Champlin Mfg. & Sales Co.

Successor to D. H. Champlin

343 South Dearborn Street, Chicago, Ill.

Machinery for Printers, Lithographers, Bookbinders and Paper Box Makers

WESTERN AGENTS

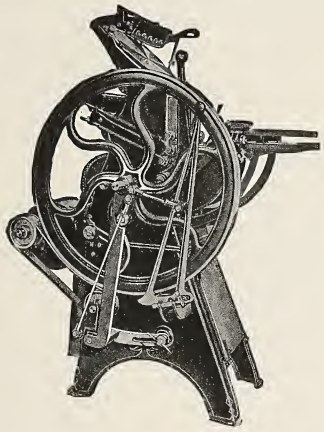
Potter Printing Press Company, *Plainfield, N. J.*

Brown Folding Machine Company, *Erie, Pa.*

It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

The IMPROVED PEARL PRESS



SAVES

Labor, power, type, floor space in every operation

The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency — a basis for reasonable cost — a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "*Speed, Capacity and Quality.*"

Golding Manufacturing Company
Franklin, Mass.

A modern Cutting Machine, built of the best material obtainable and backed by the Chandler & Price reputation for reliability.

Extra heavy frames and braces to withstand great strains and that enable it to bear up under heaviest cuts of toughest stock.

A deep throat and ample table permit handling of sheets up to capacity of machine. Extra large hand-wheel makes clamping easy.

Either belt or motor may be used for power, and a speed of twenty cuts per minute is possible. Power recommended is two H.-P.

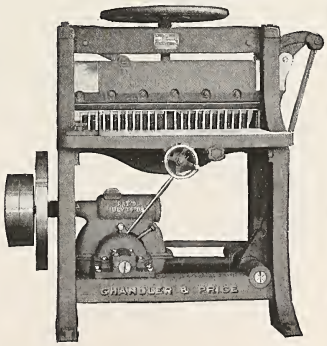
All parts are commercially interchangeable, and the C. & P. Cutter will give satisfactory service for an unlimited time.

The Chandler & Price Power Paper Cutter's Five Merit Points

noted above are of interest to prospective purchasers of Power Cutters. The C. & P. Cutter will be a valuable acquisition for any plant, and is especially recommended for those of medium size. For a cutter of the size and class it can not be surpassed. Upon request we shall be pleased to send further particulars.

Write to-day.

SOLD BY DEALERS



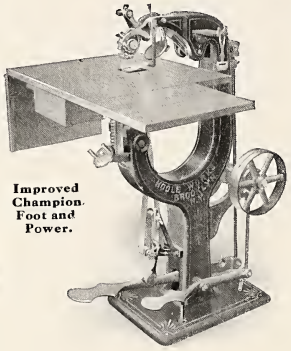
The Chandler & Price Co.

Manufacturers **Cleveland, O.**

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street — 111 Washington Street

BROOKLYN, N. Y.



Improved Champion Foot and Power.

"HOOLE" Paging and Numbering Machine.

Also FOOT Power and ELECTRIC Power.

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.



Get the idea of a hand-operated cylinder press to pull press proofs on—



that's what the Potter Proof Press is — a machine with *impression*, cylinder press impression; one that will neither miss nor conceal defects, nor flatter or slight forms.

Now get the saving this means in running time of presses. No wasteful lifting of forms for tinkering. Make-ready time cut in two. No stop to the hum of production. The Potter Proof Press is invaluable and inevitable.

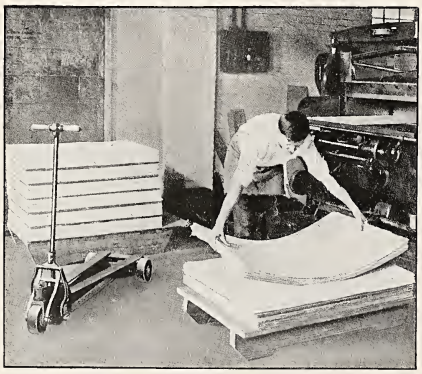
A. F. WANNER & CO. **Mfrs.**
431 So. Dearborn St. **Chicago**

Sold in the U. S. by all dealers, and

in	*by*
CANADA	Toronto Type Fdry. Co., Ltd.
SO. AMERICA	National Paper & Type Co.
AUSTRALIA	S. Cooke Prop., Ltd.
SO. AFRICA	John Dickinson & Co.'s
NORWAY	Tryvge M. Johnsen & Co.
SWEDEN	Wilhelm Johnsen
DENMARK	F. L. Bie
GERMANY	S. Kochanski
HOLLAND, Etc.	Joseph Keller

WE CAN REDUCE INSIDE TRUCKING COSTS

The Expense of Old-style Trucking "Inside the Factory" is a Drain on the Profits.



Cowan Truck Company

GENTLEMEN: The Cowan Trucks which we purchased from you two months ago have filled a long-felt want in our establishment. We can highly recommend them for convenience in moving large stocks of paper from one place to another in our factory.

Very truly yours,
AMERICAN COLORTYPE CO.

The Cowan Trucking System—A Money-Saver!

REPLACES the old-style trucks and moves your stock for one-half the old costs. The Cowan System operates in this way—you pile stock on inexpensive wooden platforms which you build yourself. Then when you want to move the stock you simply push the Cowan Transveyor under the platform, press down the handle and the stock is loaded. Only a fraction of time has been consumed and the load can be taken to any part of the plant, where by simply pressing the foot pedal and raising the handle the Transveyor is unloaded and ready for another platform. One Transveyor handles one hundred platforms.

You Have 100 Trucks in One

During the past year we have equipped hundreds of plants throughout the United States. Their efficiency engineers adopted our machine because of the great economy it effects. Whether your factory is large or small, you are wasting time and money if you have not installed the Cowan Trucking System, because—

(1) We can save all spoilage of stock caused by rehandling.
(2) We can increase your storage 30%
(3) We can save hours and hours of time.

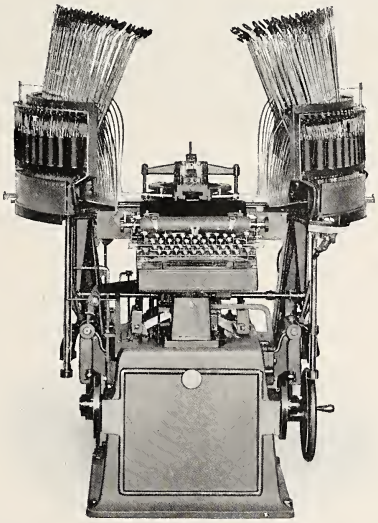
Efficient managers desire all of these. You can not afford to delay. Write us at once for Illustrated Catalog "B" and prices.

Cowan Truck Co., Holyoke, Mass.

What Is the "Rowotype"?

¶ The "Rowotype" is the new line-casting machine, the caster so much talked about among printers and publishers as the machine filling the long-felt requirement — and it's worth your while to obtain full particulars covered by our catalog.

The Matrices Quickly Changed



Simple Typewriter Keyboard.

Consider these few points:

¶ Is only fifty inches high, occupies but six square feet of floor space, weighs when in running order less than five hundred pounds. The operator assembles the matrices by fingering a standard typewriter keyboard. At the same time he makes a visible typewritten copy. A touch on a lever automatically does the rest and delivers a perfect "row-o-type" to the galley.

¶ The Rowotype has a single cam shaft, easily accessible. The matrices can be changed quickly, giving command over any number and variety of characters. Its power requirements: one-eighth horse-power.

¶ It is substantially built and simple in operation. The operator need not be a machinist to successfully operate. Shipped boxed ready for immediate use.

Full particulars will be supplied by addressing

OGDEN ROWOTYPE COMPANY

565 WEST WASHINGTON BOULEVARD, CHICAGO, ILL.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Display Work on Machines

is making the linotype a more attractive proposition than ever before to job compositors. If the straight-matter man did well on straight-away machine composition, it is obvious that the capable display man should do better.

The Inland Printer Technical School

is the place to learn the linotype. It does not undertake to make printers. All the students are compositors. There is no time lost in teaching the rudiments of the compositors' trade. The minds of all are concentrated on one thing—learning the machine. The instruction is thorough, so far as machines are concerned, but it does not pretend to cover the whole trade.

This concentration of purpose by instructor and students is of the greatest importance to compositors who wish to become operators.

Drop a postal and get a booklet showing what some of our fourteen hundred-odd graduates have accomplished

INLAND PRINTER TECHNICAL SCHOOL

632 SOUTH SHERMAN STREET, CHICAGO, ILL.

Save Your $1,000 Early

By ordering your "INTERTYPES" now you will secure an early date of shipment. This means $1,000 net saving, plus 30 per cent. on all extras and supplies

PLUS AN IMPROVED MACHINE

GUARANTEE

WE AGREE to defend at our own cost and expense any infringement suit brought under any letters patent of the United States by reason of the use by a purchaser of any machinery or supply parts purchased from us, and to pay the amount of any final judgment that may be obtained in such suit.

WARRANT

WE WARRANT all Composing Machines and supplies purchased from us to be of the best material and workmanship, to be as interchangeable as any such goods are interchangeable, and to fully perform the work for which they are recommended. We will replace or refund the money for any that prove defective in any of the above particulars.

We think that about covers the ground

Orders for matrices, spacebands and other supply parts for Linotype Machines are now being filled by us. All prices 30 per cent off list.

INTERNATIONAL TYPESETTING MACHINE CO.

FACTORY:
Foot of Montague Street
BROOKLYN, N. Y.

NEW YORK OFFICE:
182 William Street
P. O. BOX 2072

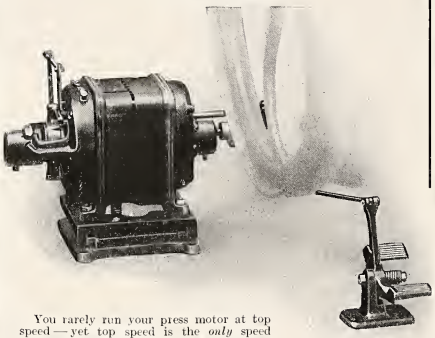
Here is a VERY Important Point About

KIMBLE PRINTING-PRESS MOTORS

(Alternating Current Only)

—HIGH EFFICIENCY

At Reduced Speeds



You rarely run your press motor at top speed—yet top speed is the *only* speed at which ordinary motors give you economical efficiency. Here are the figures of a Kimble ½ h.p. single-phase, variable-speed motor and a ½ h.p. induction motor:

EFFICIENCY AT	Full Speed	½ Speed	¼ Speed
½ H.P. Induction Motor	66%	33%	16%
Kimble ½ H.P. Single-phase Motor	66%	56%	40%

These are actual figures taken from a KIMBLE ½ H.P. single-phase, variable-speed, alternating-current printing-press motor and a high-class three-phase variable-speed motor, used for the same purpose.

Your electrician can make the same test any time.

Or, expressed another way:

POWER CONSUMED PULLING SAME LOAD	Full Speed	½ Speed	¼ Speed
½ H.P. Induction Motor	.565 KW	.565 KW	.565 KW
Kimble ½ H.P. Single-phase Motor	.565 KW	.350 KW	.235 KW

You see, that while they are of equal efficiencies at full speed, the Kimble alternating-current printing-press motor consumes only 62% as much power at half speed, and only 41½% as much power at quarter speed.

One reason for this is the fact that

Kimble Alternating-Current Single-Phase Variable-Speed Printing-Press **Motors**

are *entirely free* from the power-wasting *controlling devices* that other motors have to use to reduce speeds.

To reduce speeds on ordinary motors you destroy or absorb the electrical power *after* it is metered, while on Kimble Printing-Press Motors a reduction of speed is almost like cutting off just so much current *before* it is metered.

You don't have to be an electrician to appreciate what a big saving in your electricity bill this feature means to you.

That's why we say, again,

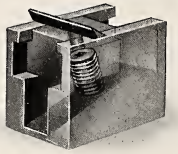
Kimbleize Your Shop and Paralyze Your Power Bill

Send for Catalog and prices

Kimble Electric Co. *1125 Washington Boul. Chicago*

GET THE

HOGE HOOK



(Patented April 11, 1911)

Size 4 x 6 Picas

WITH

Uprightgrain Sectional Blocks

and have the ONLY System that will handle ANY and ALL unmounted plates.

GUARANTEED BEST FOR LITTLE MONEY

Write for prices

Uprightgrain Printing Base Co.

709-711 South Dearborn Street

Chicago, Ill.

Alleged Infringement

THE Miller Saw Trimmer Company, of Michigan, have been advertising their suit against us for alleged infringement of their patents.

We will absolutely protect all users of Hexagon machines, and indemnify them against loss of any kind through alleged infringement on the part of the Hexagon of any patents of the Miller Saw Trimmer Company.

It is true that the Hexagon *will do* anything that the Miller Saw Trimmer will—will, in fact, do considerably more; it is the *complete* composing-room standardizing machine—a composite Saw Trimmer and Type-high Planer, Router, Drill, Jig Saw, Beveler, etc.

You want the best for your money that is to be had. Don't spend it for either machine until you have tried both—then buy the one that will do the better work and the greater variety of work, and the one that, judged by its construction, will continue to do accurate work for the greater length of time.

Hexagon Tool Company

307 White Building, Buffalo, N. Y.

321 Pearl Street, New York City



You Need Us as Much on "Stock Size" and "Regular" Envelopes as You Do on "Specials"

HASN'T IT DAWNED ON YOU that the exclusive features of Western States service are not limited to odd and special sizes, but are even more important to you on the "regular" size goods that you have always bought from the jobbing houses? Think of bond envelopes that *never* come apart; think of the importance of getting exactly the shade, weight and brand of paper stock that will suit your needs. Think of the value and economy of printing in the sheet, to be made up later. We save you stock, we save you presswork, and by our service and prompt deliveries we put you beyond the reach of competition. It's time you knew us.

Western States Envelope Co.

Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

311-313 East Water Street
Milwaukee

Now on Sale

Letters & Letter Construction

With Chapters on Design and Decoration

By F. J. TREZISE

New Ideas for Printers and Designers

"LETTERS and Letter Construction" presents the subject in a new manner—gives you the information you want in the way you want it. It is not merely a book of alphabets—it is a book of ideas. It is written by the chief instructor of the I. T. U. Course of Instruction in Printing, and is based on actual experience instead of theory.

¶ *Some of the features:* "Letters and Letter Construction" contains chapters on Roman Capitals, Roman Lower-case, Italic, Gothic, Lettering in Design, Decoration and Type Alphabets. It contains plates showing the decoration of various periods and peoples—excellent references for designers. It contains instruction on the designing of decorative borders, initials, etc. It contains information regarding the principles of design—the application of lettering to practical work. It treats of methods of reproduction and gives ideas that facilitate work.

¶ It contains 160 pages and 131 illustrations, and is artistically bound in art canvas.

PRICE, $2.00

The Inland Printer Company, *Chicago*

632 Sherman Street

1913 A NEW LINE *of* 1913

Blotters, Folders, Announcements and Other Cards

¶ This new and beautiful line is produced on the new Orsoni Water-Color Machines, giving all the effects of hand coloring and air-brush work.

¶ Write for our exclusive proposition to up-to-date printers.

THE NATIONAL COLORTYPE CO., *1101 W. Monroe St., Chicago, Ill.*

GOLD INK

NO DUSTING NO SIZING
ONE IMPRESSION

A PERFECT WORKING INK. CAN BE RELIED UPON TO DO THE WORK REQUIRED OF IT.

Rich Gold—Pale Gold—Aluminum and Copper Inks

We guarantee these inks to do better work than any other bronze ink on the market.
They will work free and never pile upon the plate.
This is the best grade of Gold and Aluminum Printing Ink that has ever been offered, and at a lower price.

WE EARNESTLY SOLICIT A TRIAL ORDER

$2.00 Per Pound—Reducer With Each Pound *Shipments Promptly Made*

Lustre Gold Ink & Bronze Manufacturing Company New Rochelle, N. Y.

It Satisfies

Printers will be glad to know that there is a *non-curling* gummed paper to be had with perfect printing surface, at the right price—and best of all, can be handled as quickly and easily as any other printing paper.



Besides supplying your customer with a strictly high-class paper you protect your cost of production. Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.
BROOKFIELD, MASS.
New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.



Expert Advice on the Electric Drive of Printing-Plants

THE Westinghouse Company supplies complete electrical equipment for printing-plants and will aid in investigating the economies to be obtained from its use in any plant.

Full information on request.

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.

AN OFFICE NECESSITY—A HOME ACCESSORY

The big, unwieldy atlas is difficult to handle and is ordinarily kept in an out-of-the-way place. To "look it up" is usually a time and money consumer. As a consequence Mr. Proofreader or Mr. Compositor does not verify the doubtful name or statement and a blunder is printed.

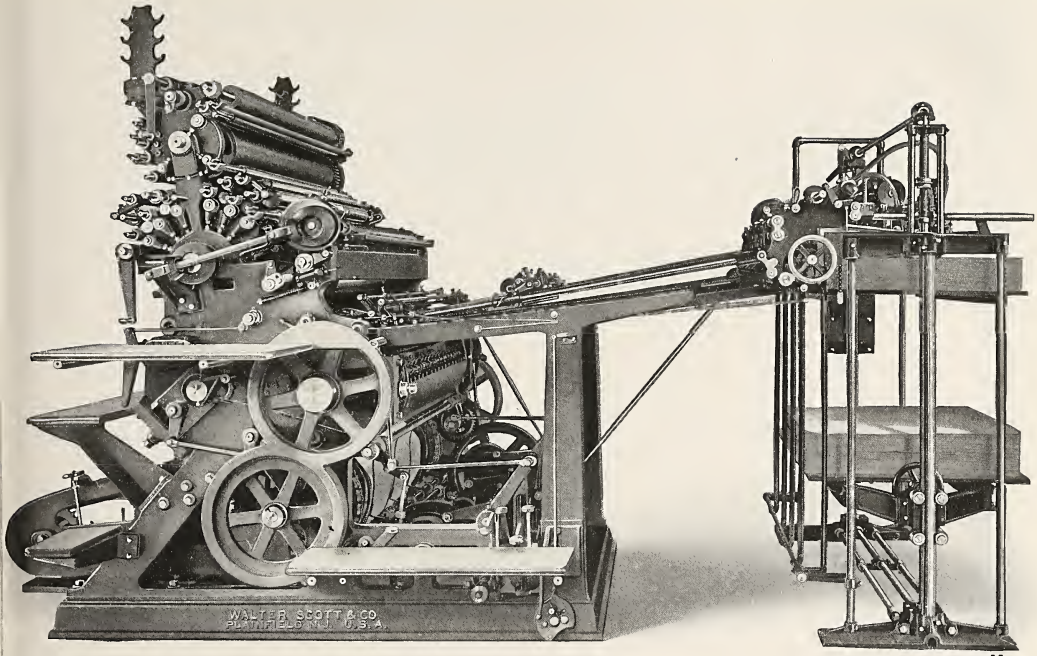
Poates' Complete Atlas of the World

is a handy book for desk or table. It contains 193 pages of maps in five and six colors, giving the United States and Canada with their states, territories, provinces and other political divisions, as well as every other country in the world.

The tables of population are based on the 1910 census.
This volume of much information in little space is attractive in appearance.

Cloth, $1.50; Leather, $2.00

THE INLAND PRINTER COMPANY 632 South Sherman Street, Chicago, Ill.



Lithographers and Printers, Wake Up

to the possibilities of the Offset Press. It is doing the finest kind of half-tone commercial and color work, and has proven a money-maker where introduced.

Product and Profit

go hand in hand. The Scott Six-Roller Offset Press executes the finest color and commercial work at a higher rate of speed than was ever thought possible, and four of our presses are running in one establishment, printing 40 x 60 sheets on colorwork at a speed of 2,800 per hour.

All Over the Country

they are installing Scott Offset Presses, and you should investigate this method of printing, and see if it is not the ideal machine for fine work. Be a leader, and the only way to become one is to install

SCOTT ROTARY OFFSET PRESSES

WALTER SCOTT & CO.

NEW YORK
1 Madison Avenue

DAVID J. SCOTT, General Manager

CHICAGO
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

The Big Natio

of Printing, Lithographing, Bookbinding Machinery, Office

NEW GRAND CENTRAL PALACE—

Will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

This exposition has been officially endorsed by the
PRINTERS' LEAGUE OF AMERICA,
NEW YORK MASTER PRINTERS' ASSOCIATION,
BEN FRANKLIN CLUBS OF AMERICA,
ELECTROTYPERS' BOARD OF TRADE OF NEW YORK,
and they are all cooperating to help make this show the greatest of its kind that has ever been held in the world.

The exposition is held coincident with the conventions of the American Newspaper Publishers' Association, Associated Press and Printers' League of America, and all their members are being supplied with tickets of admission that will admit them any time during the show.

The various importers and exporters, consuls and foreign chambers of commerce are also cooperating with us and distributing our literature throughout the world, so as to interest the foreign dealers to attend, and the fact is being impressed on these people that this particular event presents to them the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods *necessary* to people in the above lines of business.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, at Washington, is printing our articles and invitations in its Daily Consular Reports.

The Mergenthaler Linotype Company is sending out, in conjunction with its January *Bulletin*, 50,000 tickets to printers throughout the United States and Canada, and an article in the *Bulletin* will advise all printers and publishers to arrange their trips to New York so as to be here in April, during the show.

The Lanston Monotype Machine Company has arranged to send out 60,000 tickets to the trade, the Dexter Folder Company 30,000, and other exhibitors (see list on page opposite) many more thousands, covering its mailing lists.

One hundred and fifty thousand tickets will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

Manufacturers and Supply Men

To those of you who haven't arranged for your spaces, the question is: What are you going to do about this? Are you going to be represented in this great international gathering, or are you going to be "penny-wise" and "pound-foolish" and let the cost of

See opposite page

nal Exposition

Equipment, Advertising, Publishing and All Allied Lines

NEW YORK CITY—APRIL 19 TO 26, 1913

space stand between you and a large volume of new business? *Are you going to exercise foresight or hindsight?*

The spaces on the main floor of the Palace are selling rapidly and will soon all be gone. We have arranged for the *second floor*, but if you act *now* you can secure a choice location on the first one.

If you get in touch with me right away I will be glad to give you many more sound reasons why you should be represented here. Apply to

HARRY A. COCHRANE, President
200 Fifth Avenue, New York City
Telephone, Gramercy 724

LIST OF EXHIBITORS

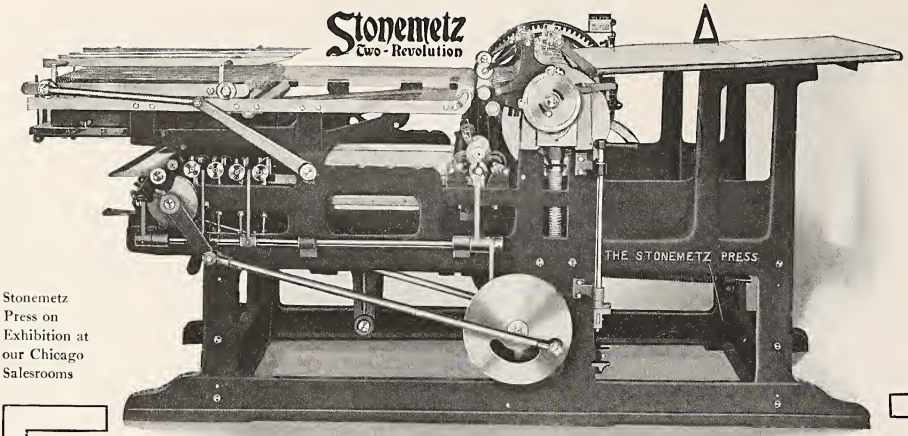
Humana Machine Co.
Dexter Folder Co.
Oswego Machine Co.
American Printer.
Daily Newspaper Club.
Rapid Addressing Machine Co.
The Seymour Co.
Ticonderoga Pulp & Paper Co.
Inland Printer.
F. Wesel Mfg. Co.
The Typo Mercantile Agency.
J. E. Linde Paper Co.
Loring Coes & Co., Inc.
Lanston Monotype Machine Co.
Globe & Associated Newspapers.
DeBoise Bresnan Co.
The Publishers' Guide.
The Fourth Estate.
Editor and Publisher.
Auto Falcon & Waite Die Press Co.
Advertising and Selling.
The Master Printer.
Printing Trade News.
Schilling Press.
I. T. U. Commission School.
The Business Bourse.
The Printing Art.
New York Master Printers' Association.
Mergenthaler Linotype Co.
Hexagon Tool Co.
H. Hinze.
Matthias Plum.
Duryea Mfg. Co.
Toronto Type Founders Co.
C. H. Dexter & Sons.
Newspaperdom Pub. Co.
Sprague Electric Works of G. E. Co.
Mann Litho Press.
Printers' League of America.
Wetter Numbering Machine Co.
Pacific Printer and Publisher.
National Printer-Journalist.
Walden's Stationer and Printer.
Miehle Printing Press & Mfg. Co.
Logemann Bros. Company.
Hammermill Paper Co.
Oswald Press.
Ault & Wiborg.
N. Y. Revolving Portable Elevator Co.
James Reilly's Sons Co.
A. G. Burton's Son.
Phoenix Mch. Co.
E. W. Blatchford Co.
Duplex Printing Press Co.

List of Those for Whom Space Is Reserved

F. P. Rosback Co.
International Typesetting Machine Co.
Bates Machine Co.
Quadri Color Co.
F. A. Ringler & Co.
Victoria Platen Press Co.
Autopress Co.
Preston Co.
Frank Nossel.
Wiebusch Calendar Imporling Co.
American Steel Chase Co.
Sinclair & Valentine.
Wood, Nathan & Co.
American Art Works.
Pittsburgh White Metal Co.
Potter Printing Press Co.
Bastian Bros.
Walter Scott & Co.
Hamilton Mfg. Co.
Zeese-Wilkinson Co.
Scientific Engraving Co.
Latham Machinery Co.
National Binding Machine Co.
Jos. Parker & Son Co.
Brown Folding Machine Co.
George H. Morrill Co.
Kaymor Auto Press Co.
M. Gally.
E. C. Fuller Co.
Eastern Brass & Wood Type Co.
Ludlow Typograph Co.
Rapid Electrotype Co.
Printing Machinery Co.
Hall Printing Press Co.
Philip Ruxton.

NOTE: By the time this advertisement appears numerous other big firms will have signed contracts; therefore this list is not complete—additions are being made to it daily.

See page opposite



Stonemetz Press on Exhibition at our Chicago Salesrooms

Spells Stonemetz Success

STRENGTH of impression—the natural result of proper design and construction—weight placed where needed.

EASY, quiet running at all speeds—made possible by a simple, efficient bed movement.

REGISTER absolutely perfect—guaranteed. Only two bearings between bed and cylinder.

VALUABLE improvements in feed guide mechanism—an important essential to perfect register.

INK DISTRIBUTION—equal to that of any two-roller press—reliable rack and cam and table.

CARRIER (printed-side-up) or fly (printed-side-down) delivery, option of purchaser. Either style reliable and unfailing.

EVERY user satisfied—more than satisfied. Let us mail you descriptive booklet, samples of the work, etc.

The Challenge Machinery Co.

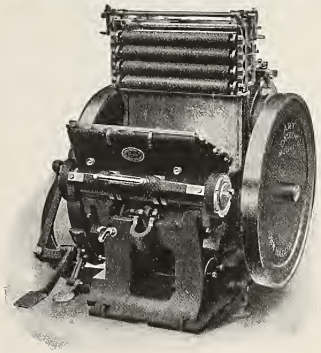
Chicago Salesroom, 124 So. Fifth Avenue

Grand Haven, Mich.

Presses for 1913

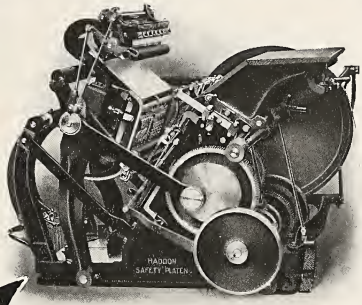
The Finest Platen Presses ever Built:
JOHN HADDON & CO., LONDON, E.C.

CAXTON PLATEN



The Art Caxton Platen is built in three sizes and nine different styles, and has many exclusive features. Has been truly termed "Two Machines in One." Get the Catalogue and satisfy yourself

SAFETY PLATEN



The Haddon Safety Platen is built in one size 18″×12″ It is the "Greyhound of the Press Room" and more continuously productive at 2,500 to 3,000 impressions per hour than any other; and better work. Catalogue tells all about it

AGENTS CAN SHOW THEM WORKING.

Try
H. HINZE, Tribune Building, NEW YORK

Anglo-Canadian Type and Printing Machinery Co., LTD.
124, YORK STREET, TORONTO.

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should by all means send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish, and all of its features—whether advertising, text, or exhibits—will at once appeal to those looking for the best.

If you will mention this advertisement and send 10 cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is $3 per year, or 30 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART

CAMBRIDGE, MASS.

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

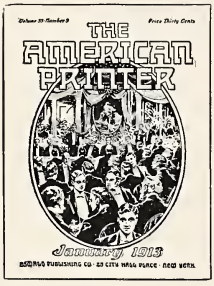
Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL — and be convinced of its high character.

Inland Stationer

Business Equipment Journal

632 Sherman Street, Chicago

The Wise Printer Subscribes for Several Trade Magazines



Have YOU subscribed for

The

American Printer

The January number (just out) is an average number, but the average is high. The American Printer is a magazine of the printing industry. Its more than twenty departments are made up of short, readable articles of a timely and interesting character. There is a general tone of uplift: better work, better prices, better conditions. Several hours with THE AMERICAN PRINTER each month will not only keep the reader up-to-date, but will make him better informed generally and a more valuable member of the printing business. Another contest, something "different," will be announced next month. Watch for it.

American Printer readers get matter prepared exclusively for them

Send thirty cents for sample copy of the January number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

The BEST and LARGEST GERMAN TRADE JOURNAL for the PRINTING TRADES on the EUROPEAN CONTINENT

Deutscher Buch- und Steindrucker MONTHLY PUBLICATION

Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. ¶ Yearly Subscription for Foreign Countries, 14s.'9d.—post free. Sample Copy, 1s.

Deutscher Buch- und Steindrucker

ERNST MORGENSTERN

19 DENNEWITZ-STRASSE - - - BERLIN, W. 57, GERMANY

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

The Office of THE PROCESS MONTHLY

14 Farringdon Avenue London, E. C.

AMERICAN AGENTS:

SPON & CHAMBERLAIN 123 Liberty Street, New York



MASTER PRINTERS: We are waking up the Business Man of this country to a full realization of the letter-head's importance.

We are *making* business for *you*. Isn't it only fair to expect you to reciprocate? If we create a demand for OLD COUNCIL TREE BOND, doesn't it minimize your selling efforts and make your visit to the Business Man a welcome one?

As long as we are spending our money to advertise OLD COUNCIL TREE BOND, why don't you take advantage of it and reap the harvest?

It's *there*. All you have to do is to go and get it. By recommending, or even mentioning, OLD COUNCIL TREE BOND, you are telling the Business Man that which it pleases him to hear. That saves your time and effort. And that's precisely what you are after.

Why should you waste your time boosting a paper that doesn't boost *you*?

We are boosting you all over the country. We are advocating the use of fine printed matter. The *first* benefit comes to you. Haven't we a right to ask you to meet us half way? When a paper minimizes your selling effort and paves the way for you—perhaps saves you the expense of a salesman—isn't that the paper for you? Give us a helping hand and we'll give you another.

LIST OF AGENTS CARRYING OLD COUNCIL TREE BOND

BALTIMORE, B. F. Bond Paper Co.
BUFFALO, The Alling & Cory Company.
BRANTFORD, CANADA, Barber-Ellis, Ltd.
CINCINNATI, Chatfield & Woods Co.
CLEVELAND, Union Paper & Twine Co.
CHICAGO, Chicago Paper Co.
DETROIT, Chope-Stevens Paper Co.
DALLAS, TEXAS, West-Cullum Paper Co.
HARRISBURG, Johnston Paper Co.
HAVANA, CUBA, National Paper & Type Co.
INDIANAPOLIS, Indiana Paper Co.
KANSAS CITY, Graham Paper Co.
ITHACA, N. Y., T. G. Miller & Sons Paper Co.
LOS ANGELES, Blake, Moffitt & Towne.
LANSING, MICH., Dudley Paper Co.
MEXICO CITY, MEX., National Paper & Type Co.
MINNEAPOLIS, Minneapolis Paper Co.
MILWAUKEE, Standard Paper Co.
MILWAUKEE, E. A. Bouer Co.
NASHVILLE, Graham Paper Co.
NEW ORLEANS, LA., Graham Paper Co.
NEW YORK CITY, J. E. Linde Paper Co.
NEW YORK CITY, George W. Millar & Co.
NEW YORK CITY (HARLEM), J. E. Linde Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NORFOLK, VA., Old Dominion Paper Co.
OMAHA, Carpenter Paper Co.
PORTLAND, ORE., Blake, McFall Co.
PHILADELPHIA, Irwin N. Megargee & Co., Inc.
PITTSBURGH, Chatfield & Woods Co.
ROCHESTER, The Alling & Cory Co.
SEATTLE, American Paper Co.
SPRINGFIELD, MO., Springfield Paper Supply Co.
SPOKANE, Spokane Paper & Stat. Co.
ST. LOUIS, Graham Paper Co.
ST. PAUL, Wright, Barrett & Stilwell Co.
TACOMA, Tacoma Paper & Stat. Co.
TOLEDO, Blade Printing & Paper Co.
TORONTO, CANADA, Barber-Ellis, Ltd.
WASHINGTON, D. C., B. F. Bond Paper Co.
WINNIPEG, CANADA, Barber-Ellis, Ltd.

OLD COUNCIL TREE TRADE MARK

NEENAH PAPER COMPANY

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS

NEENAH. WIS.

"I am more than satisfied"

A 25-year-old student—one who has worked in Europe, and a winner of job-composition contests here and abroad—found

THE I·T·U COURSE

of immense advantage. Accompanying his last letter he wrote:

> "Blessed is the fellow who takes up the I. T. U. Course of Instruction in Printing. I am just finishing the last lesson in the Course myself now, and want to let you know that I have got more than my money's worth out of the Course. I recommend every printer 15 to 75 years 'young' to take up the I. T. U. Course, and then he will sure know that he will become a better workman. Please accept my best thanks for the good and valuable criticism you always accorded me. I am more than satisfied."

The Course is given by correspondence and the principles underlying display composition are thoroughly taught, the students subsequently applying that knowledge to all forms of display typography under the direction of trained compositor-teachers.

It is sold for less than cost, being endowed by the International Typographical Union, which gives a rebate or prize of $5 to each student who finishes the Course with ordinary diligence.

FOR FULL INFORMATION DROP A POSTAL TO

THE I. T. U. COMMISSION

632 SOUTH SHERMAN STREET CHICAGO, ILL.

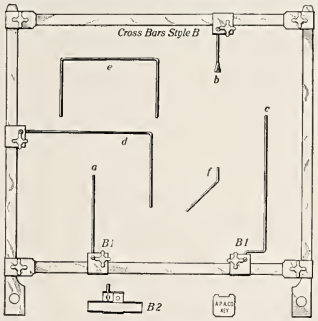
Hake's Universal Perfection Gripper for Platen Presses

(PATENTED)

"The Gripper of Unlimited Possibilities"

A perfect apparatus for firmly holding sheets under any difficulty. Quickly adjusted. Any length or shape of gripper rod easily inserted. **A Permanent Fixture to the Press.**

No Blurring. Perfect Presswork a Certainty



The Grippers consist of ⅛-inch steel rods, held by small slidable blocks on double-beveled "arms" and cross-bars, quickly adjusted and securely fastened by winged screws and clamps. It is built like a machine—best steel construction. Durable and reliable. Nickel-plated. Made for all sizes and makes of platens.

American Printers Appliance Co., *Manufacturers*
Milwaukee, Wis.

Chicago Agency: Champlin Mfg. & Sales Company, 343 Dearborn Street

PAPER, INK AND MACHINERY For the Printing and Allied Arts (*Export*)

Sole Export Agents of American Writing Paper Co., West Virginia Pulp & Paper Co., George W. Wheelwright Paper Co., George LaMonte & Son Co., Economy Engineering Co., C. R. Carver Co., B. F. Perkins & Son, and many others.

Our own Branch Houses in

Sydney	Melbourne	Brisbane
Wellington	Bombay	Cape Town
Buenos Aires	Mexico	Havana

Agents in Valparaiso, Santiago, Concepcion, Valdivia, Antofagasta, Iquique, Lima, Bogota, Guatemala, Panama, San Juan, Rio de Janeiro, Stockholm, Manila, Athens, Calcutta, Madras, Singapore, Barbados, Kristiania, Talcahuano, Taltal, etc.

PARSONS TRADING CO.

NEW YORK, 17 BATTERY PLACE
LONDON, 171 QUEEN VICTORIA ST.

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

¶ because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

¶ because every man in our employ is an expert in color reproduction;

¶ because we are specialists, making none but color-plates, anything from two colors up;

¶ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

¶ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

¶ because our service extends all over the country and is thoroughly dependable.

Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing

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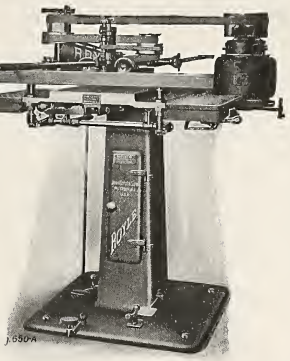
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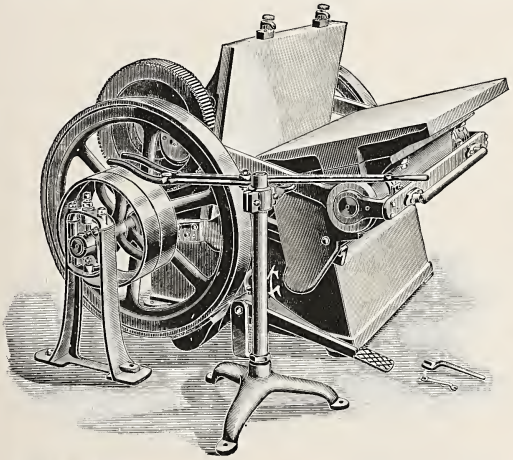
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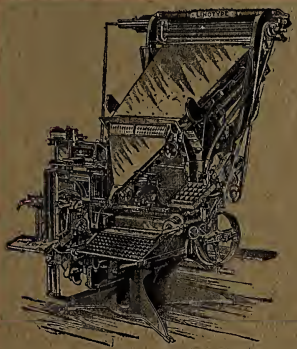
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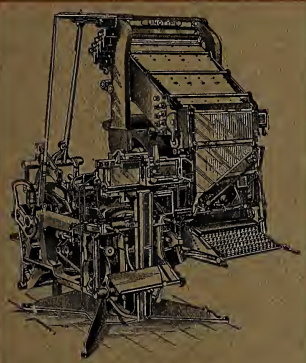
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Swink Printing Press Co.	505
Tarcolin	605
Tatum, Sam'l C., Co.	606
Tension Envelope Co.	500
Thompson Static Neutralizer	509
Thomson, John, Press Co.	489
Toledo Web Press Mfg. Co.	614
Triumph Electric Co.	498
Typesetting Machine Engineers' Journal	618
Ullman, Sigmund, Co.	Cover
Unique Steel Block Co.	606
United Printing Machinery Co.	505
Uprightgrain Printing Base Co.	624
Vandercook, R. O.	604
Wanner, A. F., & Co.	620
Wanner Machinery Co.	604
Want Advertisements	599
Warren, S. D., & Co.	603
Watzelhan & Speyer	636
Wesel, F., Mfg. Co.	608
Western Paper Stock Co.	604
Western States Envelope Co.	625
Westinghouse Electric & Mfg. Co.	626
West Virginia Pulp & Paper Co.	512
Wetter Numbering Machine Co.	600
Whitaker Paper Co.	490
White, James, Paper Co.	507
Wiggins, John B., Co.	614
Wing, Chauncey	504
Wire Loop Mfg. Co.	604
Zeese-Wilkinson Co.	635

The Machine That Made Printing the Sixth Giant Industry



Quick-Change Model 8
Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

The greatest obstacle that printers had to overcome in the introduction of machine composition was the erroneous impression that Linotypes lacked versatility and flexibility. In the process of proof that broke down that prejudice

MULTIPLE MAGAZINE LINOTYPES

played an important part. More than 700 of these machines in active daily use answer all questions as to their adaptability and capability.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company.

Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 636-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO — Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES — Hoffmann & Stocker
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PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davis
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX. — Parsons Trading Co.
TOKIO — Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England

The Miehle

SIZE IS IMPORTANT

The MIEHLE is built in a size which will meet your requirements. Note the wide range in four-roller, three-roller, two-roller and two-color Miehle Presses.

FOUR-ROLLER PRESSES

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
0000000	51 x 74 in.	45½ x 70 in.	1600
000000	51 x 68 in.	45½ x 64 in.	1600
00000 Special	46 x 68 in.	41 x 64 in.	1700
00000	46 x 65 in.	41 x 61 in.	1700
0000	46 x 62 in.	41 x 58 in.	1700
00	43 x 56 in.	38 x 52 in.	1800
1	39 x 53 in.	34½ x 49 in.	1900
2	35 x 50 in.	30½ x 46 in.	2000
3	33 x 46 in.	28 x 42 in.	2100
4	29 x 41 in.	24 x 37 in.	2200

THREE-ROLLER PRESS

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
4	29 x 42 in.	24 x 38 in.	2400

TWO-ROLLER PRESSES

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
00	43 x 56 in.	38 x 52 in.	2000
3½	31 x 42 in.	26 x 38 in.	2400
4	29 x 40 in.	24 x 37 in.	2500
1-Pony	26 x 34 in.	21 x 30 in.	2700

TWO-COLOR PRESSES

Press No.	Type Bed	Form Locked in Bed Without Chase	Practical Speed Per Hour
00000	52 x 65 in.	46 x 64 in.	1500
000	45½ x 62 in.	40 x 61 in.	1600
0	42⅞ x 56 in.	36½ x 55 in.	1700

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 1218 Monadnock Blk.
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

14TH AND ROBEY STREETS CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
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Miehle Druck Pressen G. m. b. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

Bs S.05 L

The Inland Printer

for

February 1913

Chicago
New York

Vol. 50. No. 5 Price 30 Cents

Smithsonian Institution
FEB 3 1913
National Museum

DOUBLETONE INKS
AND
ULLMANINES

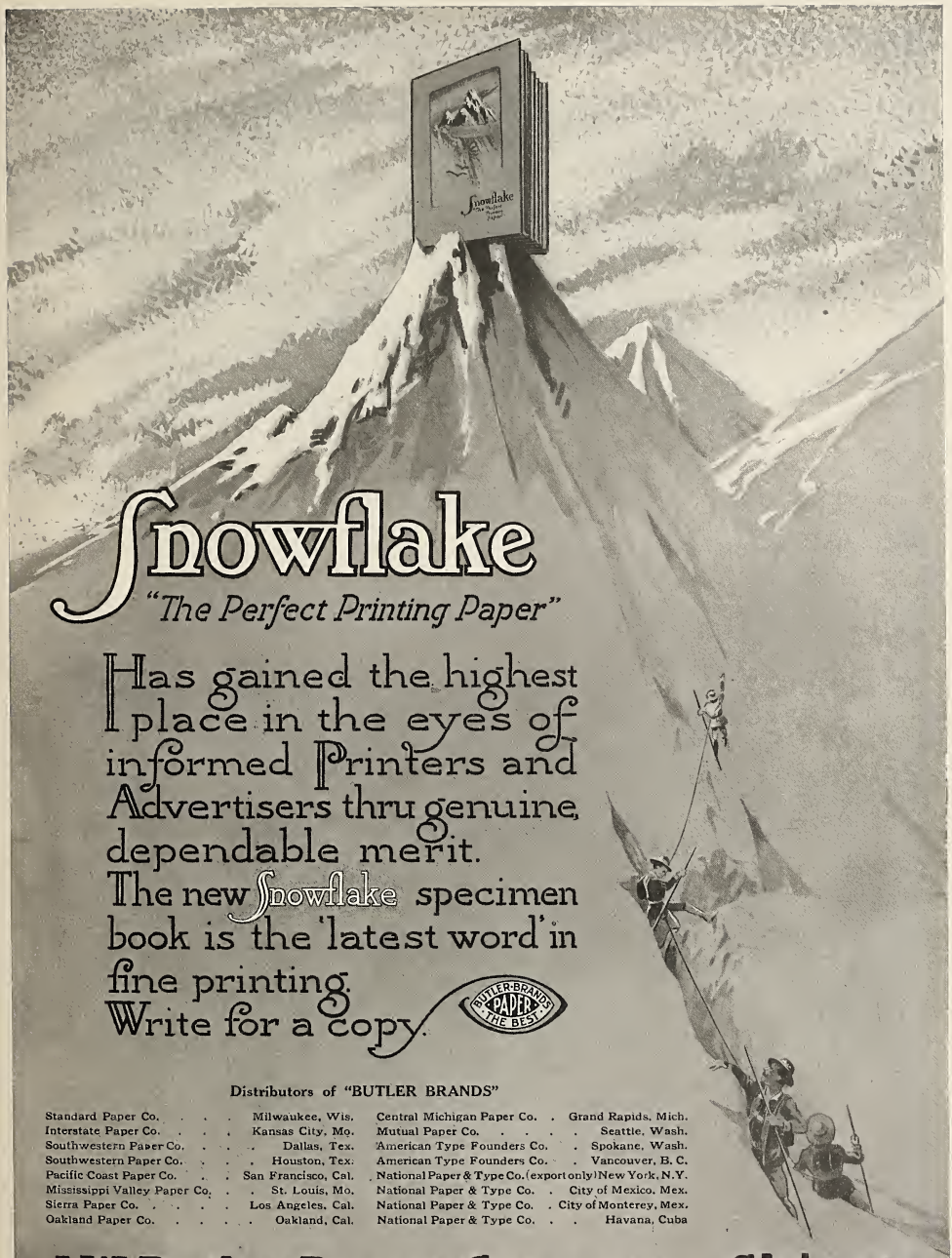
Are finding wider and wider application
In the printing of high-grade
Catalogue and Magazine work.

To correct an erroneous impression
Prevalent among those unfamiliar with
Our line, we would emphasize that
All the Ullmanines, and a
Majority of the Doubletone Inks
Can, as a rule, be
Run without slip-sheeting.



Sigmund Ullman Co.

New York
Philadelphia
Chicago
Cleveland
Cincinnati



Snowflake

"The Perfect Printing Paper"

Has gained the highest place in the eyes of informed Printers and Advertisers thru genuine, dependable merit.

The new Snowflake specimen book is the 'latest word' in fine printing.

Write for a copy.

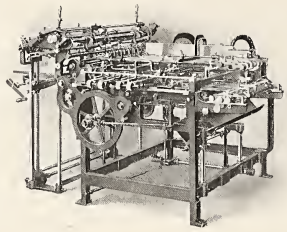
BUTLER BRANDS PAPERS THE BEST

Distributors of "BUTLER BRANDS"

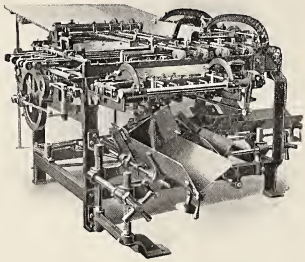
Standard Paper Co.	Milwaukee, Wis.	Central Michigan Paper Co.	Grand Rapids, Mich.
Interstate Paper Co.	Kansas City, Mo.	Mutual Paper Co.	Seattle, Wash.
Southwestern Paper Co.	Dallas, Tex.	American Type Founders Co.	Spokane, Wash.
Southwestern Paper Co.	Houston, Tex.	American Type Founders Co.	Vancouver, B. C.
Pacific Coast Paper Co.	San Francisco, Cal.	National Paper & Type Co. (export only)	New York, N.Y.
Mississippi Valley Paper Co.	St. Louis, Mo.	National Paper & Type Co.	City of Mexico, Mex.
Sierra Paper Co.	Los Angeles, Cal.	National Paper & Type Co.	City of Monterey, Mex.
Oakland Paper Co.	Oakland, Cal.	National Paper & Type Co.	Havana, Cuba

J.W. Butler Paper Company, Chicago.

ESTABLISHED 1844



187—8½ x 11" to 19 x 25"



189—12 x 16" to 25 x 38"

DEXTER JOBBING FOLDERS

DEXTER JOBBING FOLDERS will more completely fill the requirements of the average plant handling a large variety of Book, Pamphlet and Magazine work than any other machine. They are Jobbing Folders in the strictest sense of the word, designed especially for simplicity of operation and quick changes from one size sheet to another; the most approved labor saving devices, reducing cost of operation to the minimum.

THESE FOLDERS are not an experiment; they are the latest creation of the largest manufacturers of folding machines in the world; they compile experience of over thirty years in building and designing satisfactory machines.

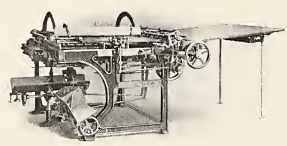
Back of these latest designs are thousands of machines in daily use. Great numbers of them will be found in the largest printing and publishing plants in the world.

WHERE standards are the highest and the output in products are the largest—there the DEXTER machines are sure to be found.

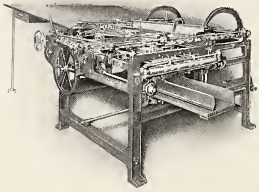
They are built in the following sizes:

Cat. No.	Sheet size	Cat. No.	Sheet size
187	8½ x 11 to 19 x 25	190	12 x 16 to 33 x 46
189	12 x 16 to 25 x 38	191	14 x 19 to 39 x 52

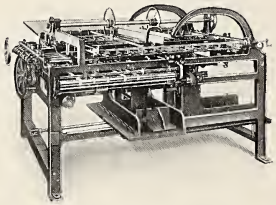
No. 192—24 x 36 to 42 x 60



190—12 x 16" to 33 x 46"



191—14 x 19" to 38 x 52"

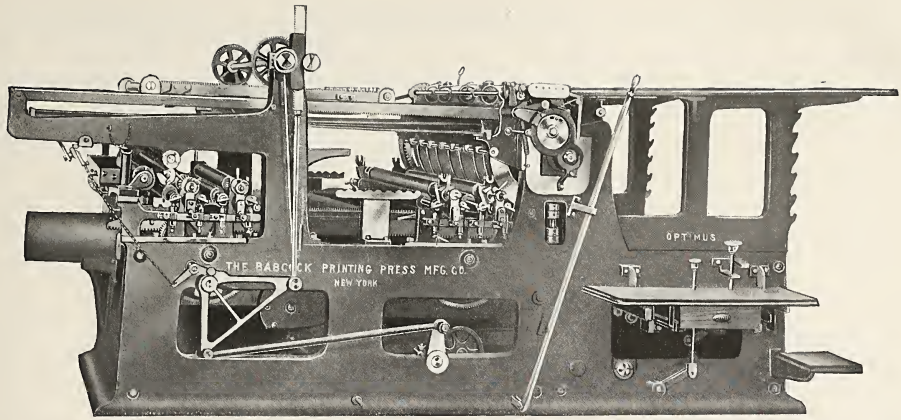


192—24 x 36" to 42 x 60"

DEXTER FOLDER COMPANY

FOLDERS, PILE FEEDERS, CUTTERS, BUNDLING PRESSES, CROSS CONTINUOUS FEEDERS

200 Fifth Ave., NEW YORK 431 South Dearborn St., CHICAGO Fifth and Chestnut Sts., PHILADELPHIA 185 Summer St., BOSTON
Dodson Printers' Supply Co., ATLANTA, GA. N. W. Brintnall, 568 Howard Street, SAN FRANCISCO
T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA E. G. Myers, DALLAS, TEXAS



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

A line half an inch wide across the press where the cylinder engages the form is the impression. The reciprocating bed and revolving cylinder must pass impression smoothly at equal speed and under heavy strain that will not yield. Every element of the problem is important, unyielding rigidity to strain the principal one. Inflexibility under impressional stress is needed by heavy work; the best now is heavy. Weakness limits good service to light forms.

Press rigidity depends primarily upon the supports under the bed, a powerful cylinder and its lifting mechanism. The Optimus adds the strength of its heavy side-frames as a direct force at impression, an important source of power poorly used if at all in other presses, as shown by their sliding cylinder boxes.

That the Optimus possesses greatest impressional strength is quickly proved by reference to those operating it with other presses. Ask such and you will be told that heavy forms are taken from every other press and put on the Optimus to get better product. Features adding nothing to strength in other machines contribute to Optimus rigidity.

Talking on this subject with a pressroom superintendent, we were told, "I have eight — and seven — presses, and constantly feel the need of Optimus machines for our heaviest work. I could save time as well as do it better. If all were Babcocks the firm would be a considerable gainer."

Last winter in New York, on very heavy catalogue work divided among a number of pressrooms, the Optimus printed its forms readily without bother to its operator or injury to itself, and after 300,000 impressions left the plates in good condition. Other big machines broke under the same work; some new ones bought especially for the job, printed it, but were practically ruined, and some were forced to cut forms in two and print half sheets.

Almost regardless of other qualities the press with greatest strength is the best press. If to this superlative quality be added a smooth and perfect driving motion; ample distribution; assured register; a time-saving delivery that needs no change whatever for sheet sizes or thicknesses; high speed and splendid endurance, we have the Optimus as it is. The originality of these features and their effectiveness in the Optimus make them particularly interesting. The comprehending admirer of high class, well-balanced and efficient machinery must approve them. He will like details; and a brief description of those features that make the Optimus better we shall give here later.

SET IN AUTHORS ROMAN



There is scarcely an American Business Man of standing who has not heard of OLD COUNCIL TREE BOND. Hence, when you call on him and suggest that paper for his office stationery, *your* work, Mr. Printer, is practically done. That's good team-work. We prepare the ground and plant the seed, and *you reap the harvest*. That fact will prove mighty alluring to the enterprising master printers of the hour.

If we create a *demand* for OLD COUNCIL TREE BOND, *you* reduce *your* selling efforts by supplying it. That is operating "along the lines of least resistance". How many times in your career have you wasted an hour or two trying to boost a paper that has not been advertised and which has done nothing for you? Why don't you make *our* dollars do *your* selling for you? Any smart business man will tell you that that is smart business management.

We are advertising OLD COUNCIL TREE Bond in your locality. Every bit of business we create will come to you. You can thank us for it by specifying the paper—and, believe us, OLD COUNCIL TREE BOND will never give you the slightest cause for self-reproach. We are with you, Printers. Are you with us?—that's the question.

LIST OF AGENTS CARRYING OLD COUNCIL TREE BOND

BALTIMORE, B. F. Bond Paper Co.
BUFFALO, The Alling & Cory Company
BRANTFORD, CANADA, Barber-Ellis, Ltd.
CINCINNATI, Chatfield & Woods Co.
CLEVELAND, Union Paper & Twine Co.
CHICAGO, Chicago Paper Co.
DETROIT, Chope-Stevens Paper Co.
DENVER, Graham Paper Co.
DALLAS, TEXAS, West-Cullum Paper Co.
HARRISBURG, Johnston Paper Co.
HAVANA, CUBA, National Paper & Type Co.
INDIANAPOLIS, Indiana Paper Co.
KANSAS CITY, Graham Paper Co.
ITHACA, N. Y., T. G. Miller & Sons Paper Co.
LOS ANGELES, Blake, Moffitt & Towne
LANSING, MICH., Dudley Paper Co.
MEXICO CITY, MEX., National Paper & Type Co.
MINNEAPOLIS, Minneapolis Paper Co.
MILWAUKEE, Standard Paper Co.
MILWAUKEE, E. A. Bouer Co.
NASHVILLE, Graham Paper Co.
NEW ORLEANS, LA., Graham Paper Co.
NEW YORK CITY, J. E. Linde Paper Co.
NEW YORK CITY, George W. Millar & Co.
NEW YORK CITY (HARLEM), J. E. Linde Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NORFOLK, VA., Old Dominion Paper Co.
OMAHA, Carpenter Paper Co.
PORTLAND, OREGON, Blake, McFall Co.
PHILADELPHIA, Irwin N. Megargee & Co. Inc.
PITTSBURG, Chatfield & Woods Co.
ROCHESTER, The Alling & Cory Company
SEATTLE, American Paper Co.
SPRINGFIELD, MO., Springfield Paper Supply Co.
SPOKANE, Spokane Paper & Stat. Co.
ST. LOUIS, Graham Paper Co.
ST. PAUL, Wright, Barrett & Stilwell Co.
TACOMA, Tacoma Paper & Stat. Co.
TOLEDO, Blade Printing & Paper Co.
TORONTO, CANADA, Barber-Ellis, Ltd.
WINNIPEG, CANADA, Barber-Ellis, Ltd.
WASHINGTON, D. C., B. F. Bond Paper Co.

OLD COUNCIL TREE TRADE MARK

NEENAH PAPER COMPANY

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS.

NEENAH, WIS.

Sometimes a 5½c paper will serve as well as a 12c stock

If you only had a way to find it out.

For instance, a bond paper made entirely of sulphite, costing not over 5½c a lb., will often lithograph as well as a bond paper made of rags and costing 12c a lb.

Many times it will have practically the same strength, and very much the same surface. For some purposes, such as for circular letters, billheads, special forms, etc., it is just as satisfactory as more expensive paper.

The trouble is that, in buying this grade of paper, you can not be sure of getting uniformity. With the aid of an Ashcroft Paper Tester, however, you can buy such a paper, and effect a large saving, without the slightest risk of getting stuck with poor goods. You have a way of holding the paper seller or maker strictly to contract. Users of the Ashcroft Paper Tester save thousands of dollars in this way.

The Ashcroft Thickness Gauge is another device to protect the buyer against poor goods, and also to help him to choose wisely between the brands of different makers. It will enable him to pick up a letter-head, or a sample of bond paper, and instantly tell whether it is 13, 16, 20 or 24-lb. basis to the ream, size 17x22. It will enable a buyer to tell the ply of cardboard, the number of boxboard, and is useful in many other ways.

10 Days' Free Trial for Either or Both

If you want more particulars about these devices, write us to-day and we will answer promptly. The best plan is to simply write us on your own letter-head, saying, "Send the Asheroft Paper Tester and the Asheroft Thickness Gauge," or one of them, if you wish. At the end of ten days, we will then bill you, and you can either keep the machines, or one of them, or send them back. You take no risk. The burden of proving your need for these devices is on the instruments themselves. WRITE TODAY.

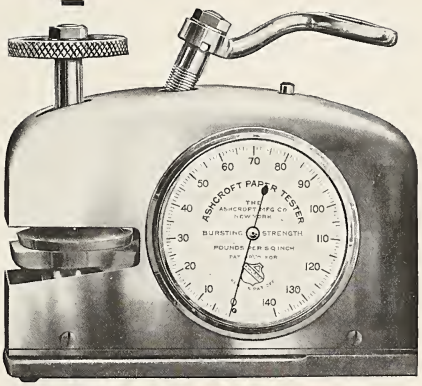
The Ashcroft Mfg. Co.

85-89 LIBERTY ST. NEW YORK CITY

Canadian Sales Agent

G. B. Legge, 156 Yonge St., Toronto, Ont.

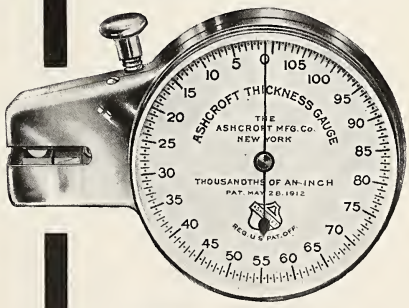
The Ashcroft Paper Tester



Price $20.00. Calf Skin Case, $1.00 Extra

In Canada $25.00. Calf Skin Case, $1.25 Extra

The Ashcroft Thickness Gauge

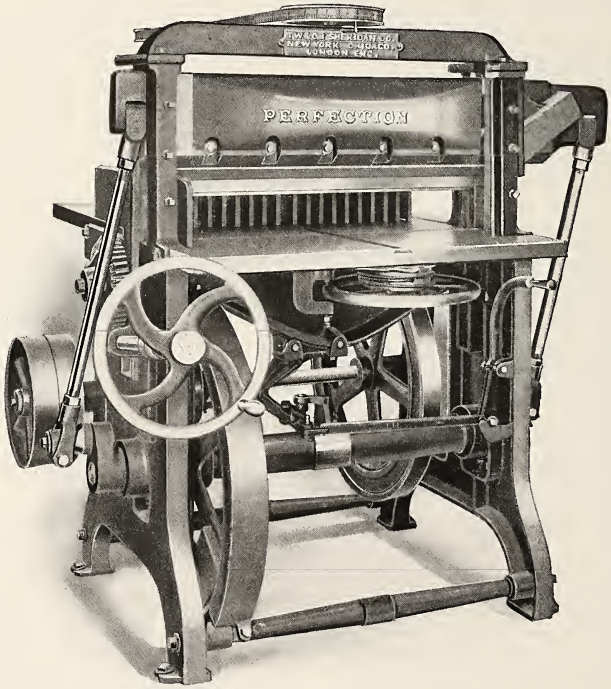


Price $10.00. Calf Skin Case, 50c Extra

In Canada $12.00. Calf Skin Case, 75c Extra

PERFECTION

COMPACT, RAPID, ACCURATE AND NOISELESS.
STRONG, WELL-BRACED, AND WILL RUN FOR
YEARS WITHOUT ADJUSTMENT



THE SHERIDAN 34-INCH PERFECTION CUTTER

IS ALL THAT ITS NAME IMPLIES. IT IS THE BEST SMALL HAND-CLAMP CUTTER ON THE MARKET AND SELLS FOR ONLY $400.00

THIS IS ONE OF THE MANY DIFFERENT SIZES AND STYLES OF CUTTING MACHINES WE MAKE

Write for Booklet on Sheridan Cutters

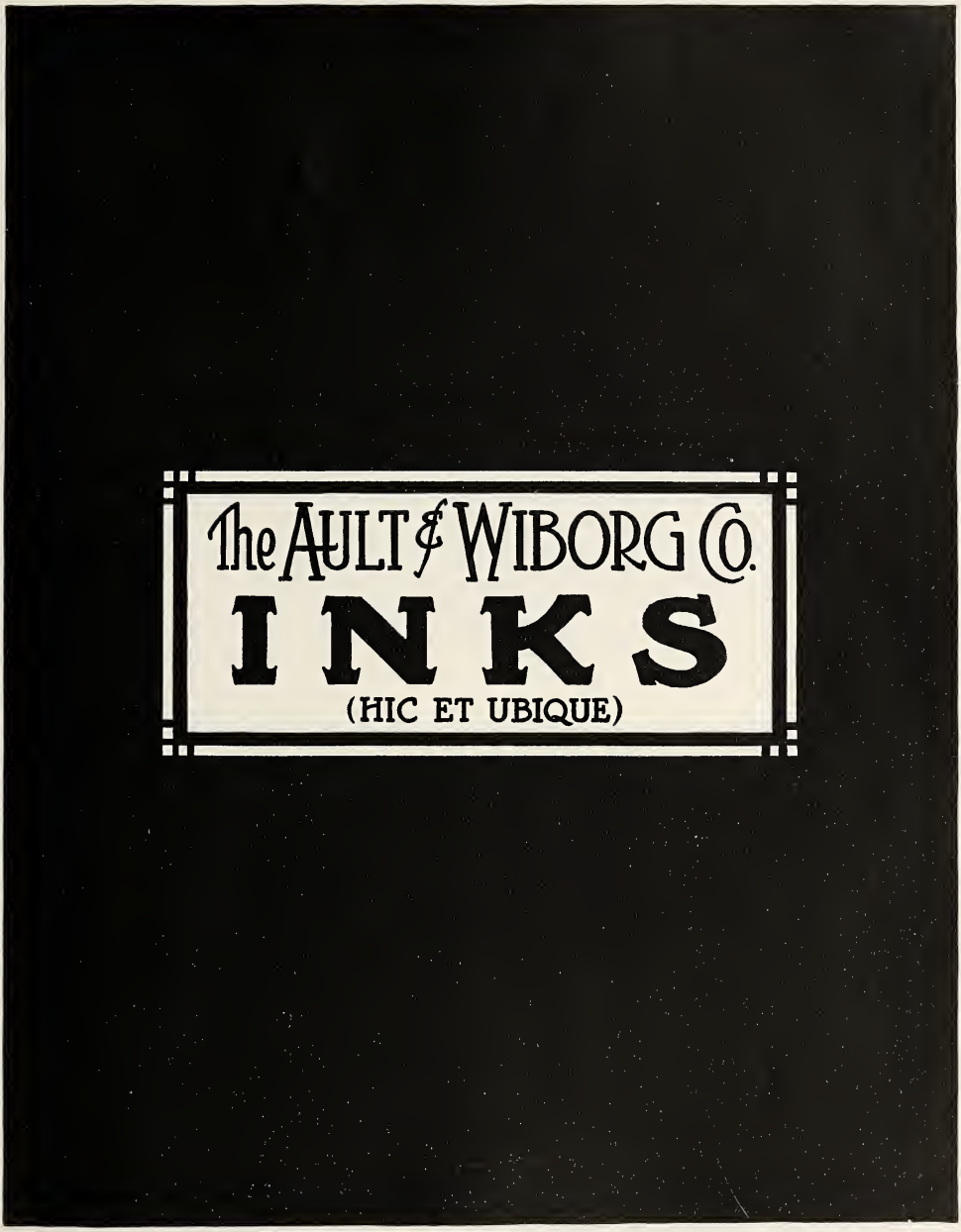
T. W. & C. B. SHERIDAN CO.

Established 1835

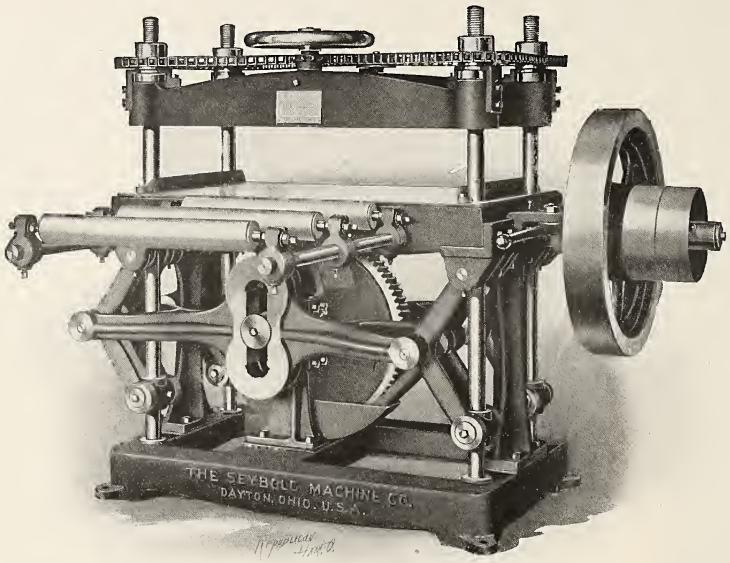
OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — **17 S. Franklin Street, CHICAGO**

63-69 Mount Pleasant, LONDON, E. C., ENGLAND


The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)

The Seybold Die Press



A *simple*, *compact*, *substantial* and *easy operating* machine, capable of immense production.

The platen is brought down synchronously at all four corners, obviating wear and kip in the bearings, insuring uniform pressure throughout, and consequently producing accurate work.

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

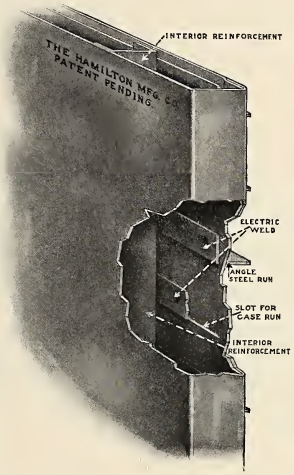
Hamilton Steel Furniture

Look Behind the Finish

ONE of the most important features of Steel Goods is in the backbone; be sure you don't draw a wish-bone instead.

The illustration shows a section of the double walls of a **HAMILTON** Steel Cabinet. Note carefully the construction — it means permanence. It means when you buy a **HAMILTON** Steel Cabinet, you're thru buying unless later you need greater capacity. Then you can add more like them. You'll insist on Hamilton Quality then because you'll know its real value.

But now before you buy—Look! Note the heavy walls of steel reinforced with channels, which not only strenghten the Cabinet but support the runs as well. The runs are of formed steel angle, 14 gauge. They are strong enough to hold the weight of three men alone but are even stronger when placed thru the slotted steel side of the Cabinet, with the inner legs electric welded to the side. Better still, they are accurately spaced by reason of the slots which are cut within a few thousanths of an inch. This means you can have the maximum number of cases in a Cabinet with everyone working smoothly and right.



Our cabinet ends are constructed of two sheets of steel spaced 1⅛ inches apart, with two steel channels running from top to bottom of ends. The sheets are riveted to the channels, forming a solid, compact, double end. The legs of the steel runs are placed thru slots in the inside sheet and the inside legs of the angle are electric welded to the sheet. The channels running from top to bottom of the ends between the two sheets of steel would be sufficient to hold the steel slides in place without any other support, but in order to produce the best possible construction, we electric weld the runs to the sheet. This gives greater strength to the whole Cabinet and to the runs as well.

Next month we will show other details of Hamilton Quality construction, convincing arguments why you should specify **HAMILTON** Furniture — the furniture with thirty years experience behind it.

THE HAMILTON MANUFACTURING CO.

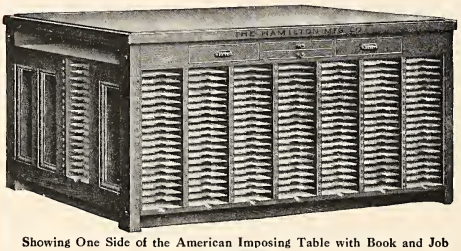
Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton Wood Furniture

HAMILTON QUALITY in Composing Room Furniture is a well recognized quantity the world over wherever the printing press has been the means of illuminating and dispelling the myths and prejudices, hoary with age. In this connection, touching the power of the press, the fact comes to mind that the great Government printing-plant at The Hague in Holland is equipped with Hamilton Composing Room Furniture. Thus in a humble way Hamilton Printing Office Furniture will be a link in the tangible chain of circumstances working to the overthrow of the last great legacy of the Dark Ages, "The God of War." In far off Tasmania, in New Zealand, Australia and the Straits Settlements, in India, thruout Africa, in France, England and Belgium, this trade mark on Hamilton's Composing Room Furniture is almost as familiar an object to the eye of the workman as it is in North and South America, where it is the recognized emblem of standard quality in sixty thousand printing plants. It is obvious that the reason of this supremacy in reputation is the quality behind the goods.

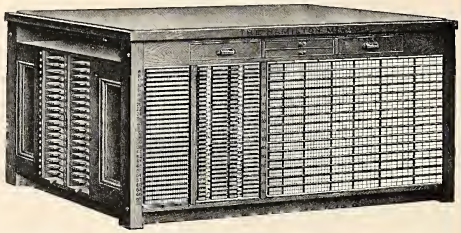


Showing One Side of the American Imposing Table with Book and Job Galley Shelves

Improvement in Connection With Imposing Tables

There has been a wide development recently in connection with Imposing Tables. The newer types would now seem to be the acme of perfection, with the material compactly arranged and in most convenient position for the workman, with a view of economy in the use of materials and the saving of time at rush moments, when seconds rather than minutes or hours count.

The American is one of the latest Imposing Tables offered printers. One side is equipped with galley shelves to accommodate book and job pages on galvanized iron or pressed steel one-piece storage galleys of our manufacture, size 8¾ x 13 inches. All galley shelves are consecutively numbered.



Showing One Side of the American Imposing Table with Labor Saving Furniture and Reglet Racks

On opposite side of the American Imposing table are racks filled with labor-saving reglet and furniture in practical lengths, also a central rack for steel furniture. In the ends of the American Table are additional galley shelves for book pages. This Table has recessed ends and dustless base, metal furniture drawers in the upper rail and all other modern features. *Complete descriptive circular showing this and other up-to-date imposing tables sent on request.*

WOOD TYPE—Our line of Wood Type and Wood Borders is shown in the special catalog which will be supplied to all printers interested in this material. We have patterns for thousands of faces all made in any size desired. Wood Type is most effective in poster work. It is light in weight and cheaper than metal type in large sizes. Our wood type is guaranteed of correct and uniform height. Made of end-grain rock maple, the heaviest, hardest and toughest of native woods.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THESE ARE THE DAYS WHEN YOU NEED

REGULATUM

A perfect ink reducer for letterpress and lithographic inks of all descriptions. Not affected by heat or cold. For use in colored inks to reduce the body and remove tack. Makes an ink lay smoothly and increases its carrying capacity. Will not affect the shade of the most delicate tints.

AND

BLACKEEZE

Should be used for reducing half-tone inks instead of liquid reducer or varnish, it being a soft, tackless, black ink, which reduces without cutting or weakening the color.

YOU HAVE NEED EVERY DAY FOR INKS

WITH THE SPECIAL QUALITIES..... OF

H. D. BOOK INK

SPEED LIMIT BLACK INK..... WHICH

PERMITS OF PRINTING, TURNING, PRINTING AND BINDING

ALL THE SAME DAY
WITHOUT
SLIP-SHEETING

AND
READY TO MIX GOLD INK

MANUFACTURED
BY

THE QUEEN CITY PRINTING INK CO.

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CASLON ANTIQUE

48 Point $7.75 — 3 A $4.10 — 6 a $3.65

THE Products 3

42 Point $6.25 — 4 A $3.30 — 7 a $2.95

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36 Point $5.00 — 4 A $2.55 — 8 a $2.45

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24 Point $3.50 — 6 A $1.85 — 11 a $1.65

SUPERIOR WISDOM PROVEN
Buyers of Our Useful Material 81

18 Point $3.25 — 9 A $1.50 — 19 a $1.75

ENCOURAGEMENT BRINGS SUCCESS
Large Amount of Business done this year 52

14 Point $3.00 — 13 A $1.45 — 26 a $1.55

STRONGEST ADMINISTRATIONS ESTABLISHED
Most honest and ambitious young men in the country 46

12 Point, $2.75 — 15 A $1.30 — 32 a $1.45

TYPE THAT IS DURABLE
Is indispensable to all the wide awake printers of today. 342

10 Point $2.50 — 18 A $1.20 — 36 a $1.30

SOLID, TOUGH & ACCURATE
In body and set and uniform height
Without a doubt a clean cut face 48

6 Point $2.00 — 22 A $0.95 — 44 a $1.05

EFFECTIVE AND PROGRESSIVE PRINTERS
Are educating the public to the appreciation of what real quality printing consists of. $1234567890

8 Point $2.25 — 20 A $1.05 — 40 a $1.20

STRIKING EFFECTS SECURED WITH
Modern type designs. When a printer puts
In our type he will get results. 1234567890

ADVANCE TYPE FOUNDRY

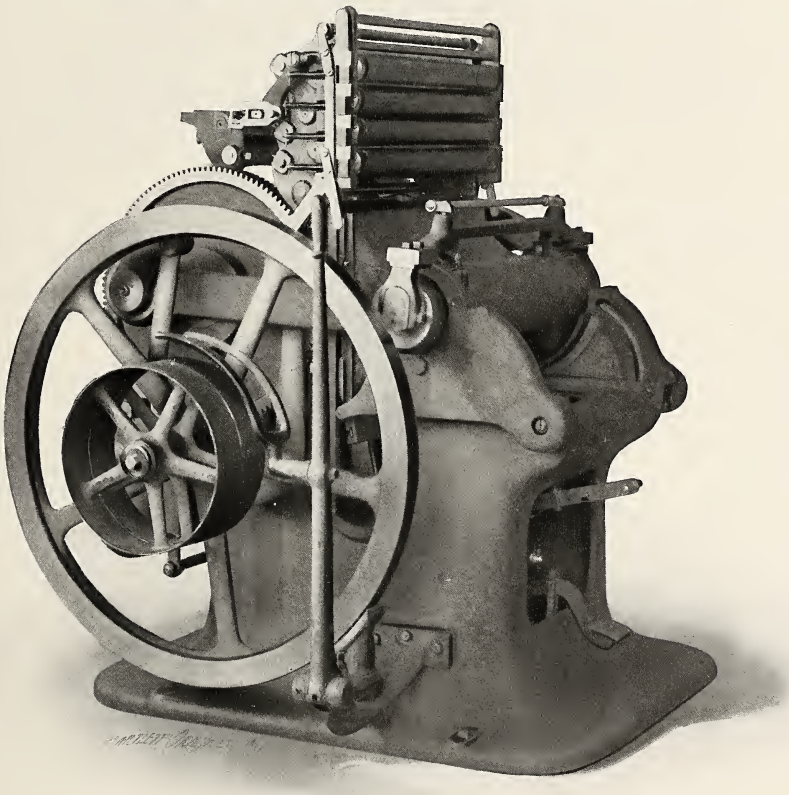
Wiebking, Hardinge & Co., Props.

1131-33 Newport Avenue CHICAGO

IF YOU ARE INTERESTED IN

COSTS

You should know that many forms which required two or three inkings on our older models can now be done with a single inking on the machine illustrated below.



JOHN THOMSON PRESS COMPANY

253 Broadway, NEW YORK CITY — Fisher Building, CHICAGO

TORONTO TYPE FOUNDERS — CANADIAN AGENTS.

AUSTRIAN BOND

Parchment Vellum Finish

MAKES GOOD

because

IT'S MADE RIGHT

THE WHITAKER PAPER COMPANY

CINCINNATI

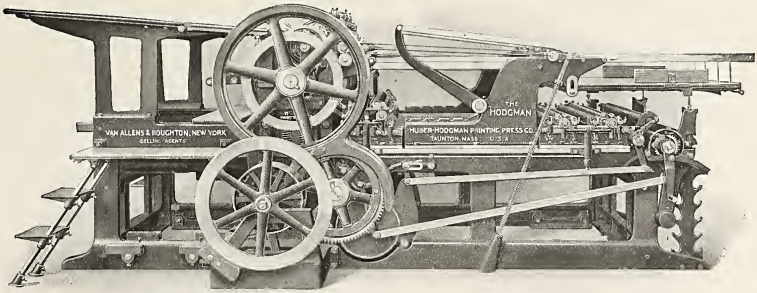
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FIFTH AVENUE BUILDING

Sold in the East by
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Boston

Chicago Office:
1166 PEOPLES GAS BUILDING



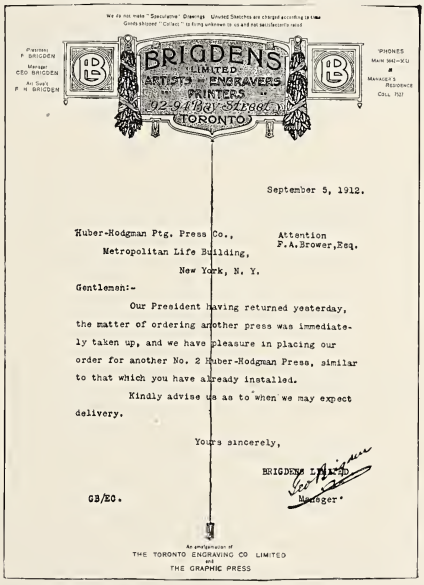
The Hodgman,



Success in business is not measured by orders

IT IS MADE UP OF RE-ORDERS

The subjoined letter tells its own story of merit and appreciation



BRIGDENS
LIMITED
ARTISTS and ENGRAVERS
PRINTERS
92-94 Bay Street
TORONTO

September 5, 1912.

Huber-Hodgman Ptg. Press Co.,
Metropolitan Life Building,
New York, N. Y.

Attention
F.A.Brower,Esq.

Gentlemen:-

Our President having returned yesterday, the matter of ordering another press was immediately taken up, and we have pleasure in placing our order for another No. 2 Huber-Hodgman Press, similar to that which you have already installed.

Kindly advise us as to when we may expect delivery.

Yours sincerely,

BRIGDENS LIMITED
Manager.

GB/EC.

An emplacement of
THE TORONTO ENGRAVING CO LIMITED
and
THE GRAPHIC PRESS

These circumstances are every-day occurrences with purchasers of The Hodgman,

The Huber-Hodgman Printing Press Co.

Metropolitan Life Building

NEW YORK

Factory: Taunton, Mass.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
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Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

Erie, Pa.

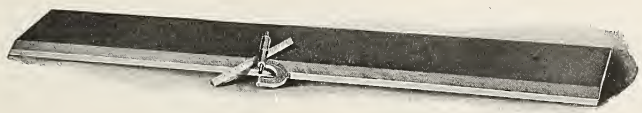
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343 South Dearborn Street

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1102 Commerce Street

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

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New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

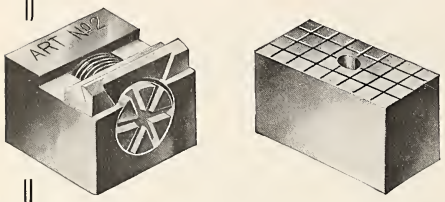
COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

EXPANSION

PLATE-MOUNTING SYSTEM



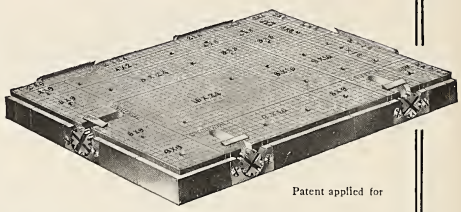
THE efficiency of a plate-mounting system is based upon three important essentials — unyielding strength without unnecessary weight, absolute accuracy and provision for rapid register of each plate in the form. Other desirable features are: ease of manipulation and dependability of clamping devices, insuring accurate and enduring register; simplicity and rapidity of make-up; ability to expand or contract the bases to accommodate any size or number of plates; to work to the narrowest possible margins.

THE EXPANSION PLATE-MOUNTING SYSTEM embodies all these essentials, insuring the following advantages: Adaptability to any kind of printing from plates; an immense saving of time in making up forms and registering plates, a saving of 25% of the cost of plates by ordering them unmounted; life of plates lengthened, in some instances fully 50%; narrowest possible margin (8 points between plates), effecting a great saving of stock; a single outfit expansive enough to meet the needs of every printer, practically indestructible, offering a permanent investment; a gain of from twenty-five to one hundred per cent in quality and quantity of production.

Write for descriptive literature and estimates.

SIMPLEX

BLOCK SYSTEM



Patent applied for

THE SIMPLEX BLOCK SYSTEM provides an unlimited range of possibilities in the handling of any size or number of plates, possesses absolute accuracy and unyielding strength. The illustration of assembled page gives a very comprehensive idea of the simple, quick method of make-up, a feature which, together with the small number of parts required, makes it the most satisfactory and the most economical plate-mounting equipment ever devised for the large edition book and magazine printer.

The Simplex Block System is put up in two different size fonts as follows: Font "A" will make up eight pages of any size of which the length and width in picas are divisible by two, ranging from the minimum size of 10 x 18 picas to a maximum size of 38 x 54 picas, accommodating plates 35½ x 51½ picas. Font "B" will make up eight pages of a maximum size of 54 x 68 picas, accommodating plates 51 x 65½ picas. A lesser number of larger blocks may be made up with either of these fonts, or a greater number of smaller blocks by sorting up with extra hooks and catches.

(NOTE: The illustration pictures 9-em sections on two sides of block. These are now furnished in 8-em sizes, a feature which provides a wider range of possibilities in make-up.)

Font "A" — 8 pages, 288 pieces, including ratchet . $55.00
Font "B" — 8 pages, 408 pieces, including ratchet . 75.00
Cabinet for either font, including base and top . . 10.00
Additional four-drawer sections 7.25

(Each four-drawer section will hold a complete "A" or "B" font of eight pages.) *Write for Full Description.*

The Challenge Machinery Co.

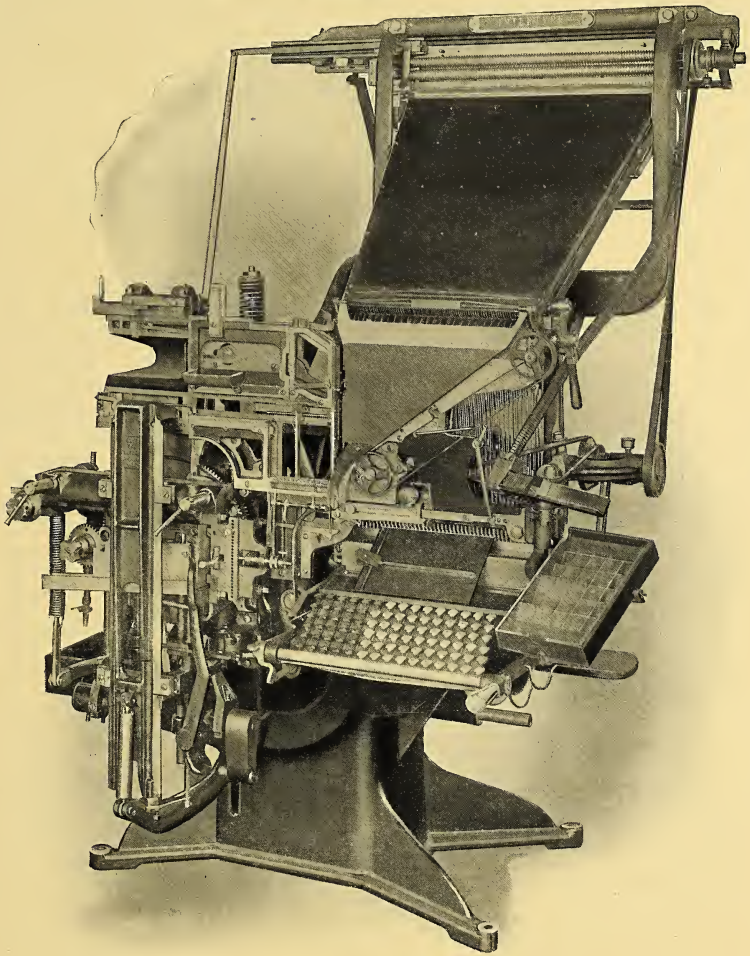
On Display at Chicago Salesroom, 124 So. Fifth Avenue

Grand Haven, Mich.

Speed
Reliability

INTERTYPE

Economy
Quality



INTERNATIONAL TYPESETTING MACHINE CO.

INTERTYPE INTERTYPE

THE CUT ON THE FIRST PAGE OF THIS INSERT IS NOT A LINOTYPE

IT IS AN

"INTERTYPE"

The general appearance is similar, but there are important differences

The "INTERTYPE" is the only new and up-to-date single magazine machine on the market. It embodies many refinements and improvements, which produce speed, reliability, quality and economy.

The "INTERTYPE" is manufactured of first class material, by men of the greatest skill and experience, in a modern factory fully equipped with NEW machinery of the latest design. Only under these conditions can the best work be produced.

The "INTERTYPE" is sold under a GUARANTEE that it will fully perform the work for which it is recommended. The manufacturers desire to co-operate in every way possible with their customers.

The "INTERTYPE" is sold at a **different price,**

$2,150

INTERTYPE INTERTYPE

We have opened agencies in New York, Chicago, New Orleans, and San Francisco, covering territory as follows:

NEW YORK	CHICAGO	SAN FRANCISCO	NEW ORLEANS
Connecticut	Colorado	Alaska	Alabama
Delaware	Illinois	Arizonia	Arkansas
District of Columbia	Indiana	California	Florida
Maine	Iowa	Hawaii	Georgia
Maryland	Kansas	Idaho	Louisiana
Massachusetts	Kentucky	Montana	Mississippi
New Hampshire	Michigan	Nevada	New Mexico
New Jersey	Minnesota	Oregon	Oklahoma
New York	Missouri	Utah	Tennessee
North Carolina	Nebraska	Washington	Texas
Pennsylvania	North Dakota		South Carolinia
Rhode Island	South Dakota		
Vermont	Ohio		
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Kindly address us at the agency covering your territory.

INTERNATIONAL TYPESETTING MACHINE CO.

World Building	Rand-McNally Building	316 Carondelet Street	86 Third Street
New York, N. Y.	Chicago, Ill.	New Orleans, La.	San Francisco, Cal.

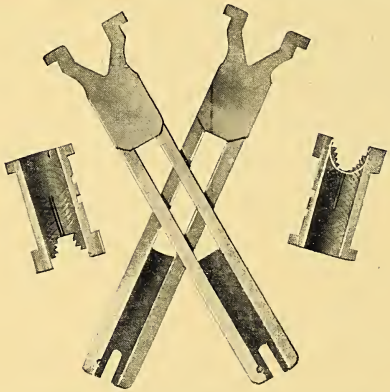
We agree to defend at our own cost and expense any infringement suit brought under any letters patent of the United States by reason of the use by a purchaser of any machinery or supply parts purchased from us, and to pay the amount of any final judgment that may be obtained in such suit.

INTERTYPE INTERTYPE

REPAIR PARTS, SPACE BANDS, MATRICES

Nearly all repair parts for "INTERTYPES" and Linotypes are interchangeable. While our stock is not as yet absolutely complete, we have ready for shipment, liners, ejector blades, distributor bars, and most of those parts for which there is a demand.

The "INTERTYPE" spaceband is the best and most durable made. Two pieces, solid collar, no rivets. Order at our risk and convince yourself. They are now ready for shipment.



We are, of course, producing first those faces of matrices which are in the greatest demand. Many of the popular faces are now finished, others are coming through constantly. Send us your orders, and if we cannot make immediate shipment, we will advise you when the particular faces you desire will be ready.

All matrices, spacebands and repair parts are sold by us at 30% reduction. All are guaranteed satisfactory, or your money refunded.

INTERNATIONAL TYPESETTING MACHINE CO.

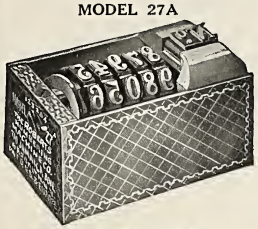
INTERTYPE INTERTYPE

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

No. 12345

FAC SIMILE IMPRESSION

Size 1½ x 15/16 inches

ROBERTS' MACHINES

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

NO SCREWS

To Number Either Forward or Backward



NO DEMAND TOO EXACTING

TO BE SUPPLIED BY

SPRAGUE ELECTRIC MOTORS

ALTERNATING AND DIRECT CURRENT



A printing plant equipped with the finest presses and allied machinery is only a source of continual trouble and expense if the operating motors fall short of requirements. Sprague Electric Motors are designed especially for printing machinery drive, and no stronger argument can be advanced in their support than the statement that they are successfully operating a majority of the motor-driven printing plants of this country.

Let our experts figure on your equipment free of obligation on your part.

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The only machine on which the three operations can be done at one and the same time at a rate of 3,000 per hour

Also

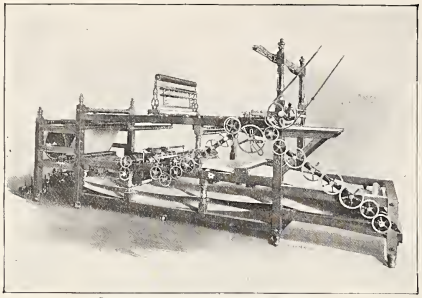
Juengst Gatherer-Wireless Binder

on which FLAT OPEN BOOKS can be produced at 2,500 per hour

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GEO. JUENGST & SONS, Croton Falls, New York

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Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

ESTABLISHED 1844 INCORPORATED 1886

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Printers' Inks for Illustrations and Jobwork

Mark "ELECTRIC"

Gold Medal at Brussels, 1910.

FOUNDED 1885.



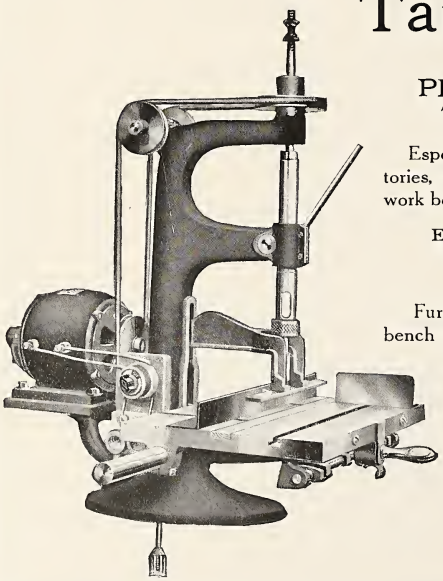
The handsomest and most technically up-to-date colors of the present.

MAX MÜHSAM, Berlin-Neukölln

Manufacturer of Printing Inks

Tatum Paper Drill

(Patent applied for)



PERFECT HOLES THROUGH TWO INCHES OF PAPER

Especially adapted for railroad tariffs, telephone directories, order blanks, calendars and other excessively thick work beyond the capacity of an ordinary punching machine.

EQUIPPED WITH ADJUSTABLE TABLE
HOLLOW DRILLS (which avoid choking)
AND FOOT CLAMP

Furnished either for belt drive or with motor, and as bench machine or with floor stand complete. Write for descriptive circular and for our new catalogue No. 30-A, showing a complete line of paper drills, punches and perforators.

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Makers of "The Line of True Merit"

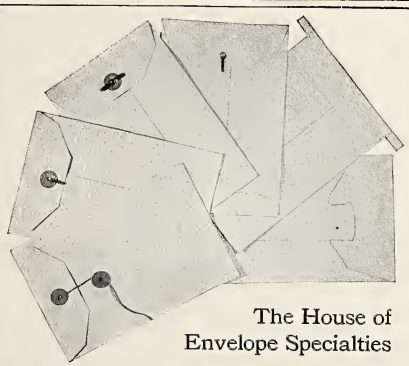
"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
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COLOR PLATES
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ELECTROTYPES



THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
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The House of
Envelope Specialties

¶ Pioneers and originators of everything worth while in Tension Envelopes, Clasp Envelopes, Mailing Boxes, Document, Expanding and Filing Envelopes.

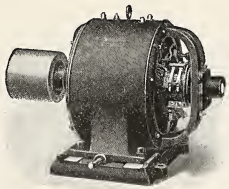
Send for descriptive catalogue, samples and discounts

The Tension Envelope Co.

FACTORY: Bush Terminal
SALESROOM: 296 Broadway, New York

SELLING AGENTS IN ALL PRINCIPAL CITIES

Have You a Copy?



The Printers' Guide will give you all necessary information about motors—valuable data that no other electric company has ever published. All the standard presses are listed, and the size, type and speed of motor required to drive them are given in tabulated form.

Write at once for a free copy

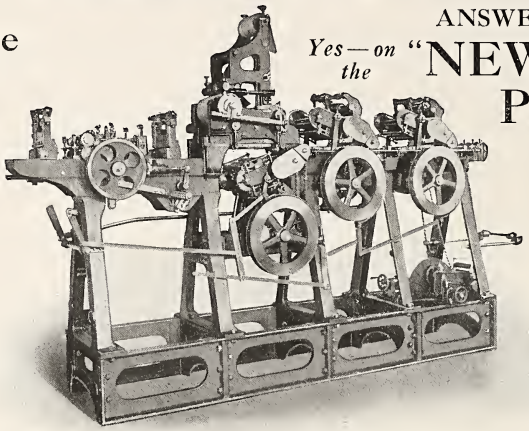
The Triumph Electric Co.
CINCINNATI, OHIO

A Printer's Problem

No. Three

300,000
four-color
labels
size 3 x 4
for $70.

CAN
THIS
BE
DONE?



ANSWER
Yes—on the "NEW ERA" Press

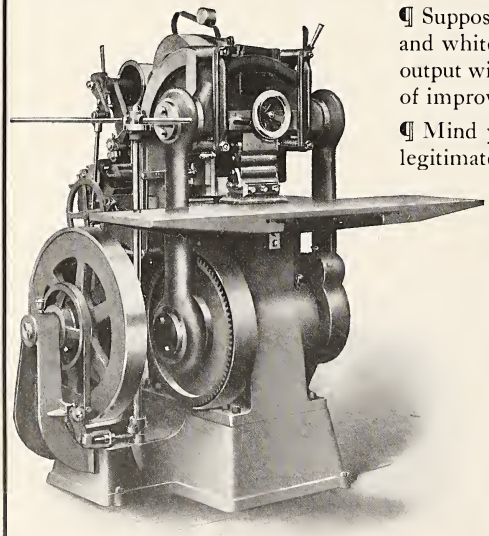
which would finish these in one day, printed and cut at one operation.

Let us send you samples.

Ask for Catalog "A."

Manufactured by **The Regina Co., Henry Drouet, *Sales Agent***
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

Would You Be Interested in This Proposition?



¶ Suppose we show you by demonstration or black and white evidence that this press will increase your output without increasing your cost, with a certainty of improvement in quality of output?

¶ Mind you, we do not take a back seat with any legitimate competition—all we want is a chance to prove our claims, and *a test is best.*

Just a Few Good Features

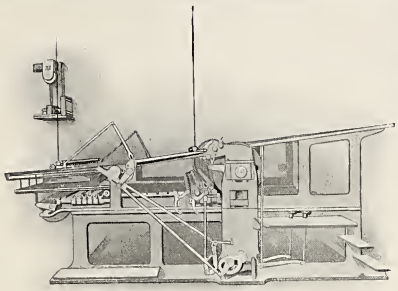
¶ It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses

Modern Die & Plate Press Mfg. Co.
Belleville, Illinois

New York Office: Morton Building, 116 Nassau Street

"U. P. M." THE TRADE-MARK OF QUALITY



Greater New York

Has more than **1,000 PRESSES** equipped with the

CHAPMAN ELECTRIC NEUTRALIZER

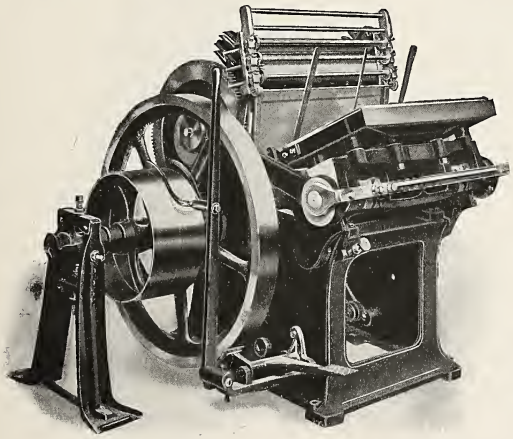
It does for users of these presses what it will do for you. Makes it possible to carry more ink. Prevents offset, so that slip-sheeting is eliminated. Prevents sheets adhering to delivery mechanism. Assures evenly jogged paper. Eliminates large percentage of waste. Improves register, because sheets are under control. Air in pressroom is refreshed. Temperature may be lowered. Increases output.

WE ALSO OFFER THE
U. P. M. VACUUM BRONZER
A time saver, a material saver, a labor saver.

WE ALSO OFFER THE
U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER
A feeder good enough to be imitated.

SOLE SELLING AGENTS
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Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

The Final Test in Superiority Is in Comparison



And the proof of what a press can do alongside legitimate competition carries *conviction* to the prospective purchaser who is likely to be influenced by beautiful catalogues, cut prices, etc.

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is manufactured along lines of scientific knowledge of what is required, and back of all this is the solid guarantee to every buyer that each press shall give complete satisfaction.

The Universal Press

will print anything from tissue to heaviest cardboard, and will cut, score and emboss. For high-class half-tone and three-color work—you can't beat it.

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Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg



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Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

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is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

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OUR ENTIRE PLANT IS FULLY EQUIPPED

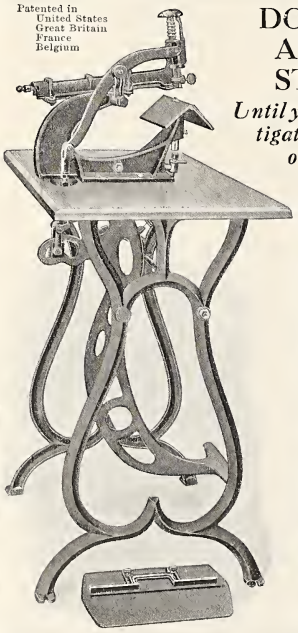
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is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

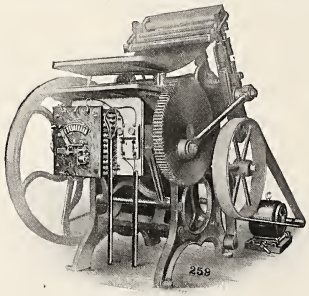
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Progress Typewriter Supply Co., Ltd., London, England, European Agent

Robbins & Myers Motors



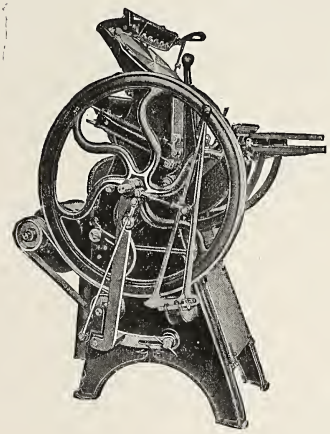
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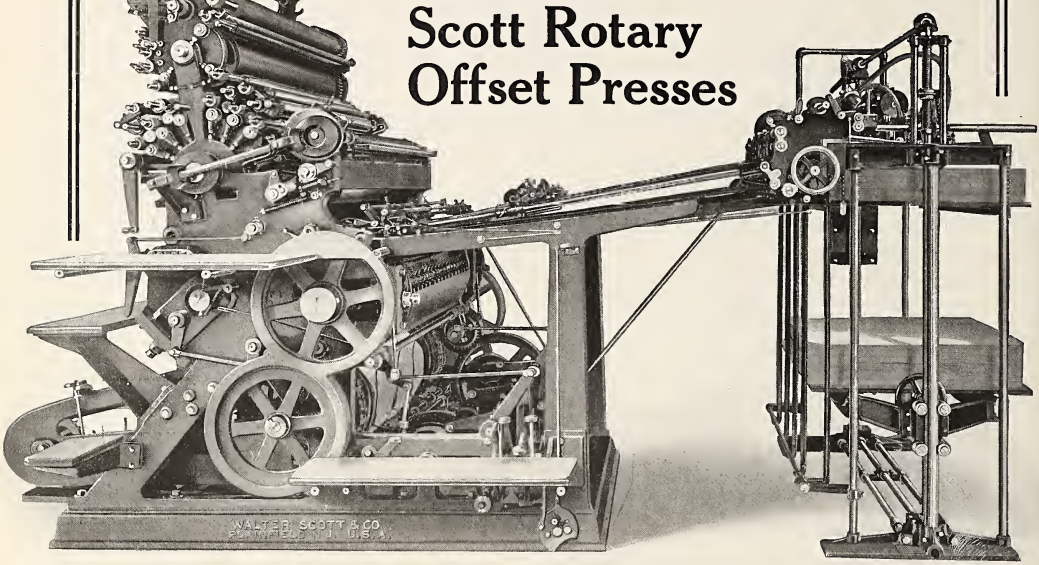
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The Picture following was printed with our Non Offset DULL FINISH BLACK NO. 142 and PURPLE NO. 88



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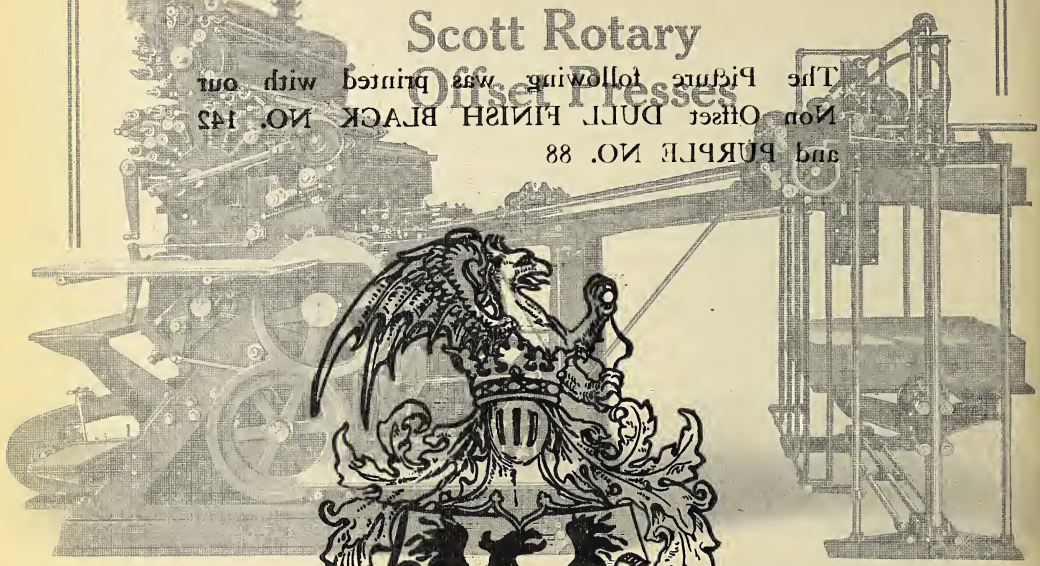
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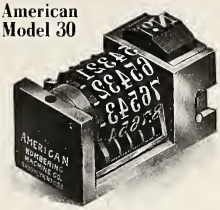
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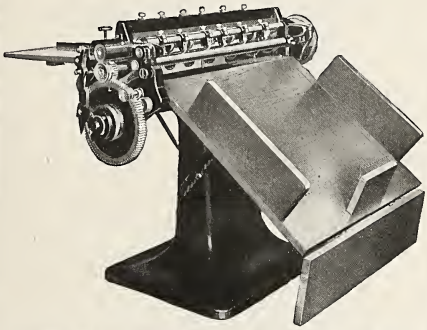
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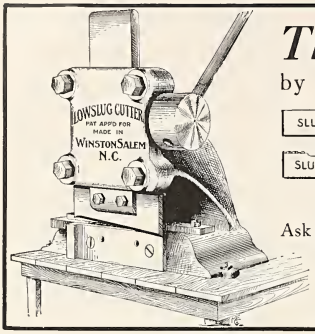
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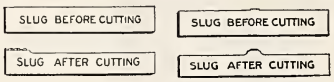
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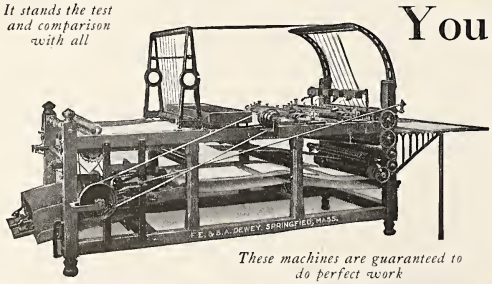
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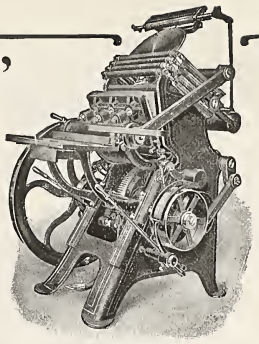
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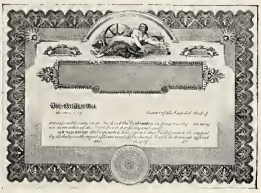
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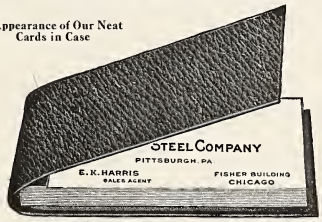
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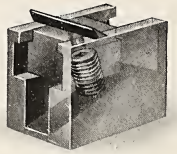
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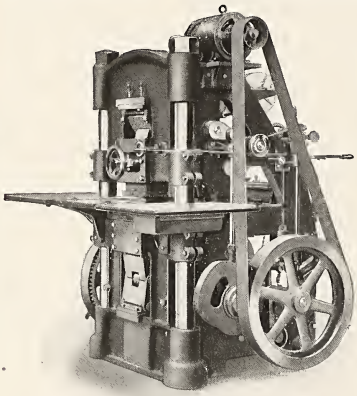


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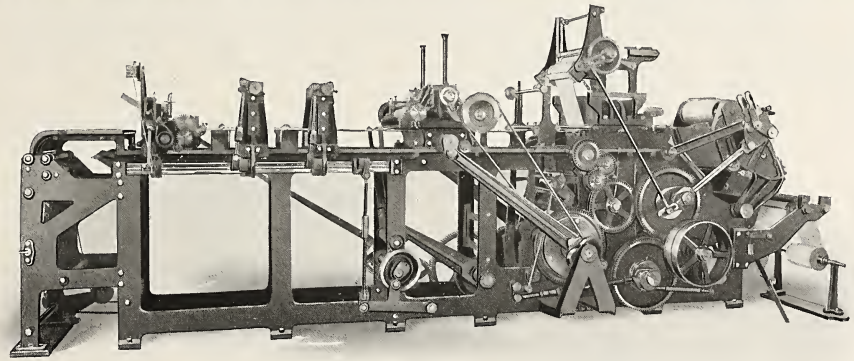
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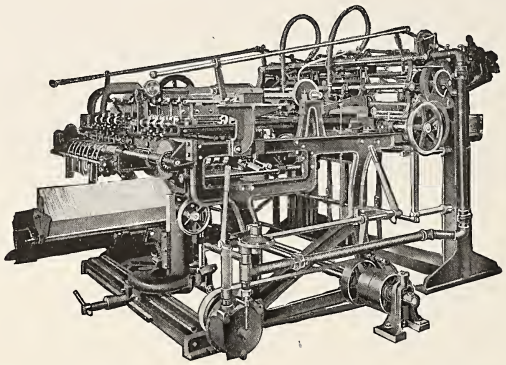
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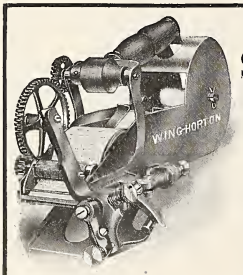
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when hand-cut overlays answered the purpose.

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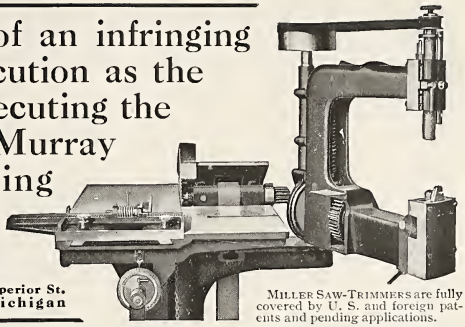
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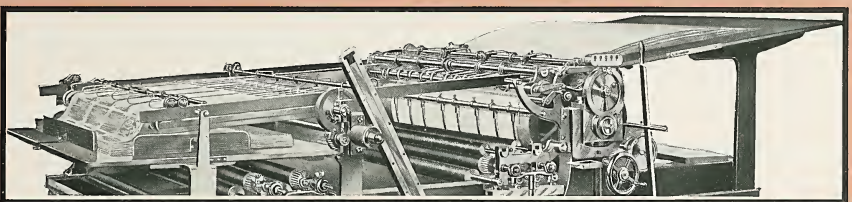
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(1) A Pressman's ***value to his employer is determined solely by the quality of his work and the expense of producing it.*** He finishes the product, and it matters not how superior may be the work of the artist and compositor, the result of the ***completed*** work is with him.

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(b) ***Accessibility of Parts*** which increases the efficiency of the pressman by reducing his time in making ready. Each part on a Cottrell is so placed that practically every adjustment needed can be reached by the pressman and the necessary changes made with the greatest ease and the least possible delay in the operation. This is a feature that saves the pressman's time, increases output, determines the ultimate cost, and gives greater profits.

(4) Other evidences of Cottrell quality are numerous, and ommitted here ***only*** on account of lack of space. But they will be elaborated on in the following issues of this magazine, and illustrated and described in an interesting way that will make you better acquainted with this splendid press.

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Keystone Type Foundry

General Selling Agents

Philadelphia · New York · Chicago
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C. B. Cottrell & Sons Co.

Manufacturers

Works: Westerly, R. I.

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343 So. Dearborn Street, Chicago

Set in Keystone's Caslon Bold, Caslon Bold Italic and Caslon Lightface. Printed on a No. 5 Cottrell

THE CASLON BOLD

5 Point Font $2 00 — 21 A $0 95 40 a $1 05

THE IDEAL ADVERTISING MAN MUST BE SPECIALLY TRAINED
An Advertiser must have Discrimination to sift from the information only the things which will interest the Prospective Buyer. Nothing important must be hid, and nothing unimportant must be told, as space is valuable

6 Point Font $2 00 — 22 A $0 95 43 a $1 05

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This is necessary because an advertiser in the advanced grade really helps to direct the business he is advertising. He must know or be able to judge what, when and where to advertise

8 Point Font $2 25 — 19 A $1 10 37 a $1 15

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He must have imagination, be able to remember and repeat stories, and to illustrate the important points by characteristic anecdotes or illustrations

9 Point Font $2 50 — 18 A $1 20 36 a $1 30

EDUCATING HIMSELF ALL THE TIME
An advertiser must be a voracious reader of good literature to keep pace with the times

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CASLON BOLD SERIES SUITABLE
An attractive type face will enhance the display and value of your advertisment

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30 Point Font $4 25 — 4 A $2 00 9 a $2 25

MERCHANT
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36 Point Font $5 00 — 3 A $2 55 6 a $2 45

MOON SHINE

42 Point Font $6 25 — 3 A $3 20 6 a $3 05

Rivals Killed

48 Point Font $7 50 — 3 A $4 25 5 a $3 25

PORTERS

54 Point Font $9 15 — 3 A $5 55 4 a $3 60

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60 Point Font $11 00 — 3 A $6 75 4 a $4 25

ANGLE

72 Point Font $13 60 — 3 A $8 75 3 a $4 85

Market

84 Point Font $15 75 — 3 A $10 00 3 a $5 75

BIND

96 Point Font $19 90 — 3 A $13 00 3 a $6 90

Hoist

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

THE ICONOCLA$T

Anno Domini two-$eventy-one
$t. Valentine to death wa$ done.
The little bird$ upon the tree$
Were flirting in the morning breeze.
('Twa$ Feb. 14, to be preci$e.)
Why do they tell of Val. $uch lie$,
And $ay he i$ the lover$' $aint
When cyclopedia$ $ay he ain't?
The nesting bird$ $ic on the lover$,
And these ain't robin$, no—nor
plover$—
But $parrow$, blame 'em, rai$in' Cain—
Now don't $ay Valentine again.

A.H. McQuilkin



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

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The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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BUCKEYE COVERS

are steadily becoming more numerous and more prosperous. It is inevitable that this should be so, since they enjoy a number of advantages which are not available to users of other cover papers. If you do not yet know what these advantages are, write for the Buckeye "TRAVELING DEMONSTRATION." When you've looked it over you'll know.

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BALTIMORE	Dobler & Mudge.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CALGARY	John Martin Paper Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co. The Chatfield & Woods Co.
CINCINNATI	The Diem & Wing Paper Co. The Whitaker Paper Co. The Cin'ti Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co. The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DALLAS, TEX.	Southwestern Paper Co.
DAYTON, OHIO	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	The Carpenter Paper Co.
DENVER	The Peters Paper Co.
GRAND RAPIDS	Central Michigan Paper Co.
HOUSTON, TEX.	Southwestern Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MEMPHIS	Taylor Paper Co.
MIDDLETOWN, O.	The Sabin-Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Co., Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND, CAL.	Zellerbach Paper Co.
OKLAHOMA CITY	Western Newspaper Union
OMAHA	The Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SPOKANE	American Type Founders Co.
TORONTO	The Wilson-Munroe Co., Ltd.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England



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in Hamilton, Ohio, since 1848

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

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Vol. 50 FEBRUARY, 1913 No. 5

Commercial Types

By A. H. M.

MR. Blougher placed a cautious hand on the doorknob, turned it carefully, and noiselessly moved the door just wide enough to permit his head and shoulder to project into the office of his prospective customer, O. S. Gettitcheeper. Solicitude marked him as its own.

Having accomplished these procedures, Mr. Blougher fixed his somewhat bilious and blood-shot organs of vision with an inquiring look upon the small, black and closely connected eyes of the occupant of the room.



Mr. Blougher.

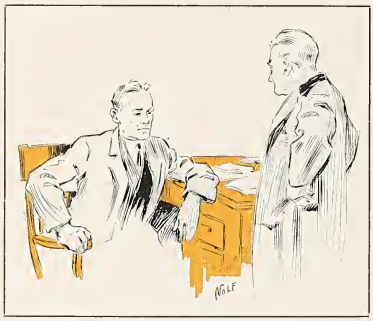
Returning the gaze intently for a moment, Mr. Gettitcheeper waved a beckoning hand, and hastily shuffled a mass of papers which lay before him on the flat-topped desk at which he was seated.

In obedience to this invitation, which the mission upon which he was bent inclined him to hope was encouraging, though it assuredly committed Mr. Gettitcheeper to nothing more than the hospitality of a seat beside him at the flat-topped desk, Mr. Blougher crossed the intervening space between the door and the immediate presence of Mr. Gettitcheeper.

The struggle for supremacy between man and man which has continued since Abel and Cain vied with each other for the special favor of their Maker has in the intervals of time between national wars lost more and more of the arbitrament of physical force. The stricken field or the field of victory is now the business desk—skill in arms has given place to the diplomacy of business, the intricacies of business logic and accuracy in calculation.

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Mr. Blougher and Mr. Gettitcheeper, therefore, like two generals maneuvering for advantageous strategic positions, waited for a very appreciable length of time in the expectation that the first move would be made by the other. These opponents had met and struggled on many other occasions and were, for good reasons, profoundly respectful of each other's powers and resources. Warily they regarded each other. General Blougher drew heavily on his wind so that the intake was audible. General Gettitcheeper sent out a picket in the disguise of a cough. General Gettitcheeper immediately followed up this move by ordering out skirmishers, and these inquired the strength of the enemy with a tentative



The immediate presence of Mr. Gettitcheeper.

"How's trade?"

Hastily considering his forces, General Blougher became alive to the strategy of the move now presented to him. It was difficult to accept the challenge and almost impossible to retreat from it. To say he was busy would give Gettitcheeper a peculiar advantage, and to say he was not busy would give him a greater one, for the Fabian tactics of Gettitcheeper were well known. Taking a middle course, he advanced his line of skirmishers and fired low.

"Well, not to say rushed."

Mr. Gettitcheeper regarded him meditatively, and then —

"That's good," said he. He did not say it heartily or spontaneously, but philosophically. "Never like to be rushed myself. Fact is, I never am rushed. I refuse to be rushed. When I was younger"— Mr. Gettitcheeper was proceeding, when General Blougher advanced his whole battle line and cut out this cavalry charge abruptly; opened his artillery and fired —



"You see the figures."

"How about that job?"

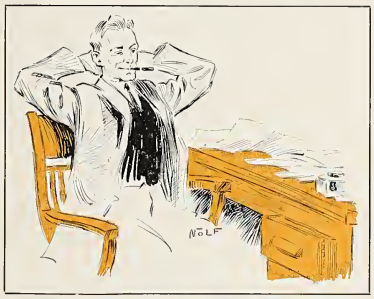
Mr. Gettitcheeper retreated heavily and concentrated his forces.

The weakness of an enemy is the strength of the opposing force. Though the enemy may have numbers and artillery, all the munitions

of war, and a position almost impregnable, his weakness may be that he does not believe in himself, his resources or his position. There are many instances of this truth. The famous Confederate General J. E. B. Stuart is said on one occasion to have captured forty-four Union soldiers by his own hand. Riding alone, he had blundered into them resting in a field. "Throw down your arms, or you are dead men," he roared. They were green troops and the bluff went. Stuart marched the squad into camp. And leaving them in the camp, let us go back to the field and to Gettitcheeper and Blougher.

Gettitcheeper immediately proceeded to shatter the confidence of his opponent. He did not order an assault, but he sent out a few sappers and miners.

"Oh, yes — yes — yes. That job. Let me see. You know I have several estimates on that work; but, really, I have not had time to examine them carefully, because in the hasty glance — hum — I have — ah — been able to give them — er — ah — I saw they were all much too high."



Leaned back and smiled reminiscently.

Like a wary veteran Blougher had been busy preparing a counter mine to uncover the works of his adversary. He proceeded to spring it. To abandon metaphor which would be ridiculous here, Mr. Blougher rose from his seat deliberately. He could not spring, his build being too soggy to spring. He rose or rather hoisted himself erect, and emitted a sound which euphuists find repugnant to their sensibilities to mention, in short, he — grunted.

"Got to be gettin' along," said he.

Gettitcheeper asked for a temporary armistice.

"Suppose we look over the figures together," he suggested.

Blougher assented by sinking back into his chair.

Gettitcheeper shuffled his papers again and prepared for the last rally by passing them over into the hands of the enemy one by one. The last sheet he held back and regarded attentively, and finally passed it over also. This Blougher looked upon with a start of surprise, and said with a number of verbal decorations that it was impossible.

As impassive as Von Moltke before the perturbed and protesting Thiers, Mr. Gettitcheeper said

"You see the figures."

Mr. Blougher felt himself as one alone and defenseless. He, like many others, while the commercial field was at peace under soft winds and azure skies, believed profoundly in himself and in his resourcefulness — until he had marched into the ambuscade. The allied ranks of his brother printers had held out the hand of amity and cooperation, but Blougher had looked upon all such advances merely as preludes to entangling alliances, intended to be profitable to those who made them, but most undesirable for that freedom of action, that exercise of his own individuality and the disposal of the forces that were his. Now, he was between the upper and nether millstones, and they were beginning to grind. He believed his brother printers to be just as eager as himself — more eager. He believed Gettitcheeper knew this. What should he do? Take the job, or leave it? To take it meant a struggle to break even. To leave it meant that other work would follow, and this other work might be made profitable and so make up for the possible loss on this work if he took it at the figures set by his opponent.

He took up the roll of copy, hesitated a moment, looked earnestly at Gettitcheeper for a moment, growled rather than spoke,

"All right," and made his way to the door.

"Just a moment," said Gettitcheeper. Blougher came back.

"While you are here," said Gettitcheeper, "just sign the contract."

And Blougher signed a very tight and binding arrangement of temporary servitude as one standing alone and without a present helper in time of need, and took his departure into the outer world.

Getticheeper carefully selected from a convenient box a cigar of excellence, and as he regaled himself with its fragrance he leaned back in his chair and smiled reminiscently as a veteran fighter is wont to smile as he recalls the glories of his days of strategy and victory.

Printers of Note — Nicolas Jenson

By Walter C. Bleloch

TO Nicolas Jenson, at one time an engraver employed in the Royal Mint at Paris, is given credit for some of the most beautiful specimens of printing turned out in the early days of the art. Said by some to have been a Frenchman, by others a German and by still others a Dane, history records that in 1458, King Charles of France, knowing of his exceptional ability as an engraver, sent Jenson to the city of Mainz, or Mentz, to study the art of making type.

Situated on the Rhine, at that time the greatest line of communication between the European countries, Mainz had already become famous as the home of Gutenberg, the inventor of printing, and it was to the fountain-heads of printing wisdom—Gutenberg, Fust and Schoeffer—that Jenson applied. Schoeffer had by that time made a great improvement in the type, having redesigned the shape or contour of the letters, making them far more regular. He had also cut the punches from steel. This enabled him to punch the matrices instead of casting them and, as a consequence thereof, secure a cleaner-cut type-face and a uniformity that had been lacking in all previous efforts.

It was at this stage the engraver Jenson appeared upon the scene. His experience in the Royal Mint enabled him to take hold of and master many of the problems which to the others had seemed almost insurmountable. His ability as an engraver placed him in a position where he could readily assimilate all of the information given by others and at the same time offer suggestions the adoption of which were found to greatly improve the quality of the product.

According to the authorities, Jenson remained in Mainz for about ten years and then returned to France, arriving just about the time his patron King Charles died. Leaving France immediately he went to Venice where he established a printing-office, his first works appearing in 1470. While some claim Jenson was the first printer in Venice, others dispute it and give that honor to John de Spira. Of the two, Jenson is by far the better known and most eminent.

The printing world is indebted to Jenson for what is known as the "Roman" type, which he designed and perfected. After using the Roman for about five years he introduced the "Gothic" and is said to have made four or five fonts of that letter. It is considered that his type was extraordinarily good in view of the disadvantage under which it was made, and some of his earliest works are held in museums and libraries, both in this country and abroad, as examples of the excellence of printing in the early days of the craft.

Like other early printers, there is considerable doubt as to the exact dates, but Jenson's first publications appeared in 1470 and he is supposed to have died about 1481 or 1482; consequently his years as a printer were comparatively few. In those few years, however, he accomplished results that cause his works to be regarded to this day as remarkable specimens of typography.

The good that men do lives when they are dust
And through the ages swell the triumph of the just.

The Literature of Typography

I. Its Importance to the Practical Man

By Henry Lewis Bullen

This is the introduction to a series of short reviews written by a printer for printers, outlining the scope of the extensive literature relating to the history, art, and practice of typography. The writer will answer queries relating to this subject addressed to him in care of The Inland Printer.

WE would most of us be better and more efficient and happier printers if we knew more of the history of printing and of the evolution of the present processes of printing and its allied arts. There are, however, in our good craft a great many influential, exceptionally bright men who apparently do not need to read anything of the history and art of printing. These bright men know how to print in "up-to-date" style; and what more need be required? These bright men recognize no sentiment in connection with printing other than dollar sentiment; and why should they go "daffy" about what people did before these very bright men were born — such people were, of course, chronologically debarred from achieving "up-to-dateness." Printing to these bright men is useful "for what there is in it," just as is the butchering business, and why should there be any more sentiment attached to the printer's product than to a nice, juicy, tender piece of butcher meat? These bright men constitute a great majority in the printing industry, and if they are satisfied, may we not conclude that "where ignorance is bliss, 'tis folly to be wise"?

But is there any bliss in ignorance? Are those who have written books, and those who provide libraries and museums to preserve the books and works of earlier times, wasting their energies? Is book-culture profitless?

These very bright printers who are measuring their occupation with the same gage used by the respectable, necessary butcher and the equally respectable, purely mechanical occupations—tailoring, carpentry and such like — pride themselves upon being wholly "practical." When one talks to a printer about books, and he answers, "I am a practical man," he sums himself up admirably and to his own complete satisfaction; but when he is asked what he has accomplished by being "practical" we find the fact to be that he is profoundly dissatisfied. We ask to be shown the results of being "practical," and we find the printers of North America proclaiming themselves — in congresses convened for the very purpose, called cost congresses — the most inefficient and poorly remunerated business men in America! As a body they are grossly ignorant of the literature of their occupation, singularly

lacking in elevated sentiment toward their calling, and blind to the more vital qualities of effective printing; and if this ignorance is the necessary concomitant of being "practical," could the results, measured by dollars, have been worse if such a "practical" man had, as a mere pastime, broadened his mental horizon and cultivated an elevated sentiment and enthusiasm for his daily work? Let each "practical" man answer for himself.

Where do our "practical" nonstudious printers stand in the community? We boast of printing being the sixth great industry of the United States. Look over the membership rolls of the chambers of commerce and boards of trade, and do the "practical" printers occupy the sixth place in power, influence or honor? Not at all; scarcely any are honored even with membership. On great civic occasions or enterprises committees or commissions of citizens representing the professions, arts, sciences, and industries are selected by governors or mayors to manage, investigate or representatively dignify the projects: whoever read of the printing industry (sixth in greatness!) being thus honored? When the "practical" nonstudious printer (representative of the sixth great industry!) enters a bank is the fact that he is a printer an open sesame to credit, or rather a handicap? The lamentable truth is that the printers, unlearned about their business, have been weighed by the rest of the civic and business world, and found wanting. They are short-weights. In achieving this dismal status the "practical" printer has all unwittingly, in the "bliss of ignorance," deprived himself of a source of entertainment and information which, wherever enjoyed, never fails to put flesh upon the dry bones of business and to blend pleasure and inspiration with our daily tasks. There were centuries in which printers were learned above the average, in which printing ranked in honor first among the industries and in which printers wielded great civic influence and received the highest remuneration for their work. This conjunction of learning and honor and success was not a mere coincidence; but the whole history of it is to be found in that literature of printing rejected by the "practical" printer in his complacent "up-to-dateness," the characteristic of nine-tenths of which is that of what is done to-day one is heartily ashamed five years hence. The test of good work is its lasting quality: will it bear the acid test of time?

A fundamental error in the mind of the "practical" printer is that printing is merely a mechanical occupation. Of course, it must appear to be so to the nonstudious printer; but in truth it is an occupation requiring fully three-quarters of mental perception to one-quarter of skill of the hands. These relations are reversed in the highly necessary and equally respectable mechanical trades — carpentry, bricklaying

and the like. The printer's work is to enlighten or advertise and disseminate ideas, thoughts and facts by visualizing them in his types. The printer's product is for mind consumption. Its effectiveness depends upon knowledge of the mental effect sought to be produced. The printer's product touches all relations of social, scientific and commercial activities. All these look to the printer for expression, and the printer, to be equal to his important task, must be of an intellectual capacity and training superior to that required in any other industry. His art commands the use of the most ingenious and intricate machinery, yet demands a distinctly literary quality on the part of those who practice it. The nonstudious printers have, however, adopted the intellectual formula of the tailor and the butcher, and their product proves this by its general ineffectiveness, notwithstanding the clever stunts and the shiny mechanical perfection which passes among nonstudious printers as "good printing."

"Who is so deafe or so blinde as is hee
That wilfully will neither heare nor see?"

As a mechanical occupation, comprising typesetting, correct spacing, justification, make-up, and imposition, printing can be learned by a passably educated youth of average intelligence within one year. It may take a little longer to acquire a desirable degree of speed. But this knowledge does not make an efficient printer. Printing-offices, as we all know, are cumbered with men who are mere type-stickers, and could not grasp the essential qualities of a competent printer in a century's experience. Hundreds of compositors who can not read English are employed in India and China in setting English copy in this mechanical way, just as some of us have set Greek and Hebrew copy, without even knowing those alphabets; this is mechanical in the last degree, and we all will concede that this ability does not make them printers. The abilities required to select appropriate types, to properly emphasize or display copy, to produce harmonious relations of the types to blank spaces, to properly proportion pages, to determine correct margins, and to evolve color harmonies — these are mental, and require mental cultivation. It is the absence of mental cultivation which makes so much of even our most pretentious printing ineffective, and (worse still) prevents those who produce it from recognizing its defects. A large proportion of printing that is passably effective is the result of much wasteful resetting or doing the work twice over to rectify the incapacities of "practical," nonintellectual, nonreading printers.

The nonstudious printer, however satisfied with himself, has limited his development and restricted his powers. Whatever success he may

have is derived from imitating or following the ideas of better educated men. All that is progressive emanates from the studious men, and their studies afford pabulum to the nonstudious, who imitate rather than evolve good work, and scarcely know why it is good work. The nonstudious printers are like the cuckoos, who live in nests built by other birds.

Books are the tools of the mind. Books are the levers of progress. None can develop mentally without the aid of books. Books are the most practical things in existence. The most practical men rely upon books. Thomas Edison is an intensely practical man. He tells us that when a lad he worked as a newsboy on trains running to Detroit, because he wished to spend all the time between trains each day in the public library in that city. His mother, too poor to keep him in school, taught him to choose good and useful books. In his wonderful laboratory there is an immense scientific library. Whenever Edison enters upon a new line of research he first purchases and examines all the books relating to the subject. He notes the failures of the past as well as the successes, and having acquired a knowledge of what is known, proceeds from that knowledge to develop his own ideas and experiments. Books represent an enormous saving of time and expense to Edison; and who in all the world, by the originality of his genius and the masterly quality of his scientific divination, could better afford to discard books than the illustrious and triumphant Edison? It is said that he is the author of the illuminative phrase: "The more you know, the less you know." In other words, Edison from the high mountain of his achievement is the most willing and eager of learners; and great attainments induce great humility. Edison is using the whole sum of knowledge accumulated during the ages and treasured in books, and the "very bright men" in the printing craft are merely emulating or imitating the work of their immediate local contemporaries.

To come closer to our own needs, consider the career of William Morris, a great student and lover of books, who actually wrote many books himself and has some celebrity as a poet. Where in all history can a more practical man be found? A thorough artist, he applied his artistic ideals to things of common use — chairs, carpets, furniture, houses, and books — doing more than any other man to beautify our homes, and yet loving to work on all these things with his own hands. Toward the close of his career, after years of study of the structure of books and lettering, he conceived a great dissatisfaction with the printing then (1891) purchasable in Great Britain, although as book printers the British then excelled the American printers. He established the Kelmscott Press, designed type-faces and produced work which made

the printing of the whole world look tawdry in comparison. The printing of William Morris quickly revolutionized the standards of printing, and reinstated the ideals of the early great printers, whose modern successor he was. There are thousands of passably good printers who never heard the name of Morris who have been vitally educated by his work, transmitted to their perception through an army of emulators. So far as the merely mechanical details of typography are concerned, William Morris might have been an unprofitable man to hire, but in the essentials of the art he was a master worker, long practised in the study of the masterpieces of the earlier great printers. William Morris' source of instruction was his library, but who among all the printers of his time needed the assistance of books less? In America we are now ashamed of ninety-nine per cent of the "good printing" of the years preceding 1895, when Morris' influence began to be felt in our typography.

And the very bright nonreading men, doers of the "up-to-date" printing, self-sufficient, "practical," seemingly evolving their ideas and ideals from their own inner consciousnesses — they are deluded. They are imitators, unconsciously following a long way off the leadership of the studious Morris and his book-reading and studious followers. The things they pride themselves on — passable things — are not theirs at all. Whether they know it or not, they are indebted to the study of books for all they seem to achieve. They shine with a reflected light.

Men who work chiefly with their brains (as printers should) acquire books and study them. The more eminent a scientist or architect or lawyer or author, the more extensive his library grows. The more he knows the more he feels the need of and the delight in greater knowledge and more study. In beginning the study of books the first knowledge we acquire is of our own ignorance. Purged of self-sufficiency, we begin to build on the everlasting foundations of the preceding centuries.

If the printers of America were well read in their occupation they would rise in the estimation of the American public in a degree commensurate with the superior utility of printing in the whole affairs of mankind. We would hear no more of the "printer undignified," the "door-mat of commerce," the "least esteemed of all the industries" (to quote from the literature of cost congresses), and with this access of self-respect and public esteem the value of printing would rise in the market-place, for reputation is a very well paid, profitable commodity. But the material benefits, however great, will never overshadow the pleasures derivable from the appreciation of the splendid history of printing and printers in all periods, and of their great services to mankind, to liberty, to science, and to manufactures and commerce.

(The next article will deal with bibliographies of the literature of printing, as a foundation for typographical study.)

The Relations of Paper, Type and Ink

By E. M. Keating

Photomicrographs by J. St. C. McQuilkin, Cheboygan, Michigan

THE true value of type in plain composition, and half-tone plates in pictorial display, depends mainly on the selection of the paper in conjunction with the use of an appropriate ink. An unsuitable combination of the three elements — type, paper and ink — are readily discerned by the critical observer. The ink selection, both in color and body, is also an important factor in securing a harmonious relation between type-faces and paper. Nowadays in the production of high-class booklets and catalogues, the errors made are those of omission in relation to the finer details rather than of the main principles. For instance; a proper type selection may be made, but the black ink used may have a bluish cast rather than the dull appearance that should have been obtained for the paper used. Or it may be that the ink is carried too strong, where a gray effect would be more harmonious in tone.

The mistakes made by incongruous combinations between type and paper are also apparent when a customer insists on selecting an unsuitable stock to print with half-tone plates; the printer can not be blamed for the effects under such circumstances which come from using a 175 screen half-tone engraving of a poultry show prize-winner on a letter-head of laid linen stock.

The photomicrographs appearing herewith serve to show the color effect of type-faces printed in black ink on papers of various kinds. The effect of a type page is modified in several ways, owing principally to the density and character of the film of ink deposited. The opacity of the film of ink is in proportion to the evenness of the coating deposited, and this factor is largely governed by the texture and surface of the stock.

In figure 1 will be noted the smudgy appearance of the enlarged "a." This is due to the weak covering a thin news ink gives when applied to print paper at a high rate of speed from a stereo. As these factors are quite necessary in the production of a metropolitan daily, we can not look for any sharper printing on news print stock.

In figure 2 is represented a more sharply formed letter from the use of a book ink on a fair grade of book paper. The speed of the machine is necessarily slower than a news web press, hence a better ink is used. The fibrous appearance is not caused by the stock but by the pencils of light that penetrated the objective, this plate being made by transmitted light through the stock.

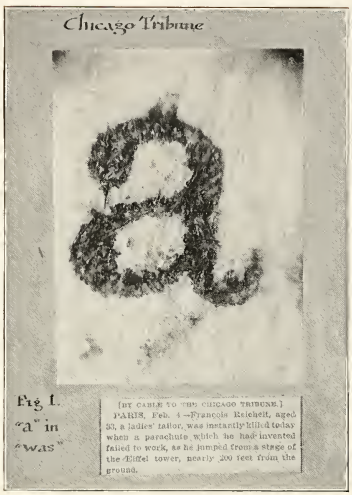


Fig. 1.
"a" in
"was"

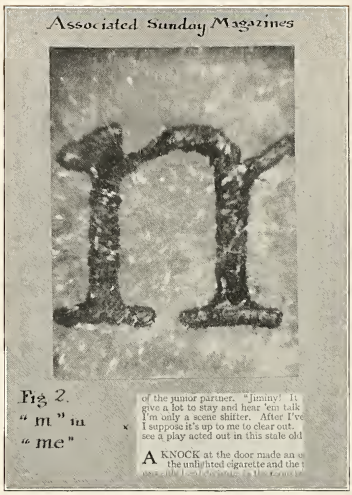


Fig 2.
" m " in
" me "

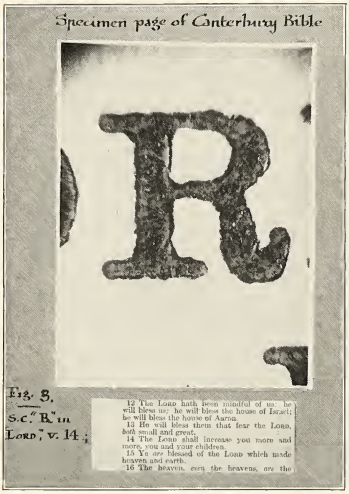
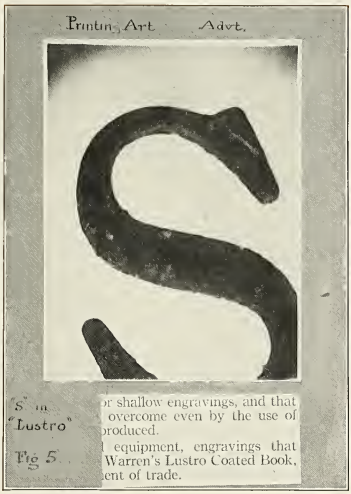


Fig. 3.
S.C. "R" in
"Lord," v. 14.



Fig 4.
S.C. "A" in
"INLAND"



"S" in "Lustro"

Fig 5.



Fig 6.
First "K" in "muckraking"

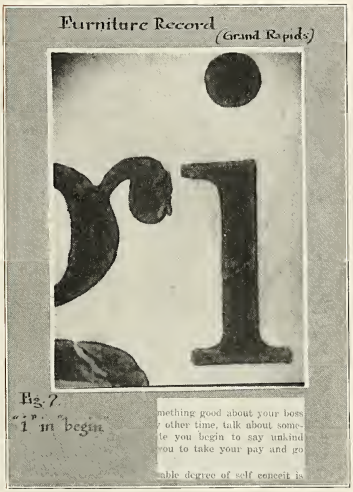


Fig 7.
"i" in "begin"

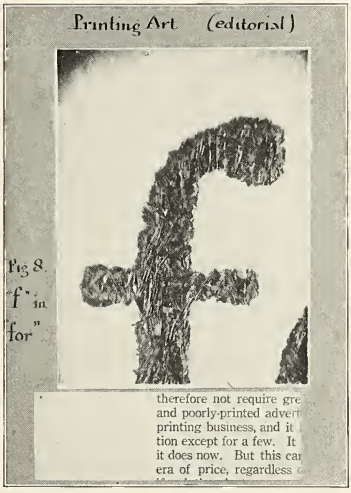
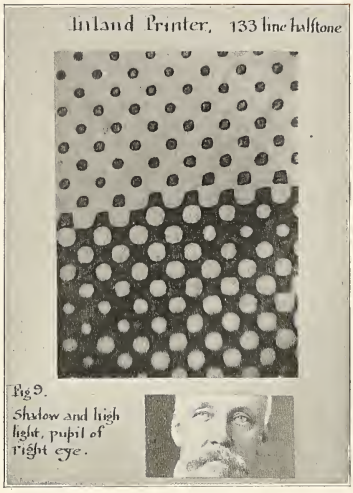


Fig 8.
"f" in "for"



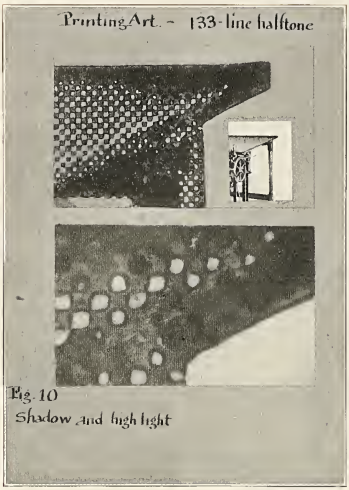


Figure 3 shows the effect of a thin ink used on a thin book stock. A cursory glance does not reveal the smashing of the ink as it really occurs. The thin fringe of ink which is squashed outside the real outline of the type-face occurs even where the correct amount of ink is used. This squashing of the ink causes a thickening of the light elements in the type-faces, which in this very way modifies their value.

In figures 4 and 5 are contrasted the color effects on two smooth-surfaced papers, each being printed with a suitable ink. In figure 4 the ink body is weaker or is under stronger pressure than in figure 5, and a dark fringe of ink is squashed to the outlines of the type-face. This effect is more noticeable on the light element of the character than on the heavy.

Figure 6 shows the use of an antique type-face printed on antique paper with an antique black ink. This is an essentially correct and harmonious combination. In the enlargement, the fine lines show where the fibers are denuded of ink and hence the reflected light makes the parts appear almost white, owing to the strong contrast with the lusterless ink. This condition is unavoidable on antique papers, hence it is advisable to use a heavy-bodied dull ink without gloss.

Figure 7 shows how a thin book ink is squashed to the margins of the letters, leaving a weak gray line of color adjacent. While this is not apparent to the eye unaided by high-power glasses, yet it has a tendency to lower the tone of a page of type where even a small per cent

of the color value of the ink is in gray tones. Hence the necessity of using an ink that will give the densest print.

Figure 8 shows how the fine elements of a character may be modified by a combination of pressure and ink. The cross stroke of the "f" is broadened by a fringe of ink squashed from between the letter and the stock and retained wholly by the latter. In this instance the ink is piled on the surface of the stock in a dense body, outside the printing margin of the cross stroke of the letter, visibly broadening this element, but leaving the actual printing outlines quite free of ink. Here it shows the necessity of combining an ink with a relatively greater amount of pigment held by a stronger vehicle in conjunction with a lessened pressure in order to minimize the squashing of ink. This is not an easy task to accomplish. Our old-time pressmen were wont to get over this troublesome feature by moistening the paper and using a short ink.

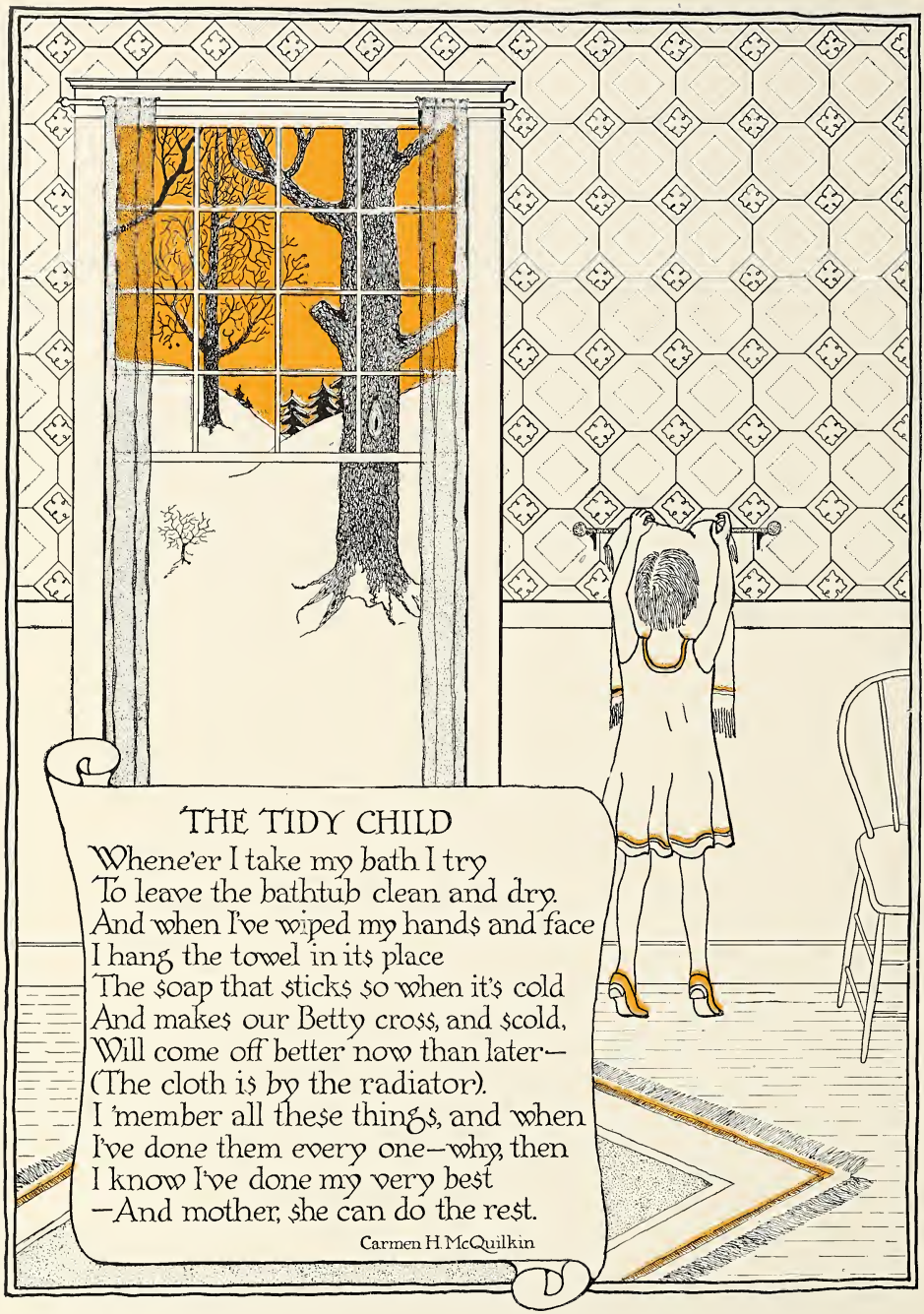
Figure 9 shows how the solids and high lights in a half-tone plate appear when magnified. Each dot in the high lights consists of a circle of black with a gray center. The shadows consist of white dots surrounded by a ring of black ink which in turn is enclosed by gray. The black ring shows how the ink is squashed to the edge of the printing surface of the plate. The gray appearance is the result of an attenuated film of black ink which does not absorb the full amount of light. Where an ink is weak in body it spreads more under pressure than an ink that contains a relatively greater quantity of pigment held together with a longer varnish, hence the weak appearance of a thin ink on glossy stock and the consequent filling up of white dots in shadows of half-tone plates.

Figure 10 shows the effect of wear on the edge of a half-tone plate, resulting in the darkening of the adjacent middle-tone. The shallowness of the depressions permits the filling in of the fine white dots, converting the middle-tone into a solid. Continued use of a plate will bring about this result from abrasion of its edges. Imperfect make-ready, blocks too high and rollers set too low tend to increase the progress of the evil.

HOW SWEET IS PEACE

By A. H. M.

I love to read in histories of how the mighty nations grew, how section bosses threw the gaff and other section bosses slew—then filled their skins plumb full of beer or other goozle quaint and queer, and off they went to stir up trouble, to swear and sweat and bounce and bubble. How very sad we well may think these men should be so prone to drink, but thus it was just as I say, or so I read in history. I will not point a moral, yet this space filled up I have to get, and counting up the words and lines my head whirls round, for all the signs show that to come to a conclusion both apt and true makes such confusion that while I clink the words together the sense is gone and simply blether; use up the type the printer sets, so turn me loose, throw off all bets. Just what I started out to say was that there was analogy between the Franklin clubs so gay and that great clan Typothetae. I don't compare the printers' clubs at all to ancient fighting dubs, for virtues many do abide in every blooming printer's hide. But this great fact sure puzzles me, when Franklin and Typothetae like tribes of old with club and shield leave council board and take the field to whack each other hip and thigh, and that's what makes me grieve and sigh. Oh how I wish each printer pup would kiss the other and make up.



THE TIDY CHILD

Whene'er I take my bath I try
To leave the bathtub clean and dry.
And when I've wiped my hands and face
I hang the towel in its place
The soap that sticks so when it's cold
And makes our Betty cross, and scold,
Will come off better now than later—
(The cloth is by the radiator).
I 'member all these things, and when
I've done them every one—why, then
I know I've done my very best
—And mother, she can do the rest.

Carmen H. McQuilkin

EDITORIAL

THE efficiency of a machine is largely in the control of the man who runs it, modified by the efficiency of the management that controls the man.

THE making of character is the foundation of education, and while we are bending our energies to devise simpler and more attractive ways to impart instruction there is a danger that mental fiber will fail to toughen through lack of concentration on the development of those principles which create self-reliance and self-respect.

IT is a good thing for every one to have a library, but it must be remembered that desultory reading is enfeebling to the understanding. Printers are great readers, because it is their trade, of course; but also because their trade creates a taste for more of the same. It is a matter of pride to many printers to have a good technical library of works on printing, and here we might offer a suggestion to those who are buying technical books, and that is, as far as possible, to buy no book without a determination to read it carefully from cover to cover before it is placed on the library shelf. The library will then become an array of helpful friends that you know the temper of and whose hidden treasures belong to you, indeed.

BOYS and how to educate them are the topics of the hour. In the old days the cooperation of parents and employers was potent to control the vacillations of youth. Now, however, in these days of emancipation from the power of traditional methods, what youth has gained in liberty is in danger of being lost through those qualities that inhere to youth. Anything resembling discipline is hard to apply, and a tender and solicitous consideration leads frequently to mortifying failures. The influence of printing is growing and keeping pace with the world's development. New methods and the developments of inventive skill have made the industry exceedingly complex. They have brought into the practical practice of printing many arts and sciences, and the art now holds forth to youth brighter and brighter prospects, but these prospects are not easily realized; there is no royal road to their realization, for the way must be won by patient application not only by actual labor but by many incursions into fields of study and research that the old-time printer never dreamed of. To stimulate and fire the imagination of our apprentices by stirring up a spirit of worthy emulation, so that these boys may be led rather than driven, is the task before us. THE INLAND PRINTER has been successful to a great extent in this work, and we ask all employing printers to examine what we have to say in the Apprentice Printers' Club and cooperate with us in stimulating the ambition of the boys under their care.

WHILE it is part of a secretary's duty to round up the printers and keep them in line, so that the work of organization can go on smoothly, profitably, and gloriously, the secretary has reason to expect the fulfilment of the pledge implied at the time of his selection, that the printers who have selected him will keep up their end of the work and give him help to enlarge and improve the organization. But it is too much the practice among printers when they have put a secretary in place and wound him up, to sit back and hold back. The fagging that a secretary is obliged to do to get a representative meeting is a tax upon his energies that renders his work in other directions hard to fulfil. If meetings are uninteresting sometimes, what meetings are not? but if you, Mr. Printer, find them dull, jump in and start something. The meetings may not be dull all the time, but put in what pep you have, Mr. Printer. Don't hide your light. Start something and help the sec.

WE proudly call ourselves a reading people. We are — of newspapers, and the headlines of these we skim for the gossip. We are in truth more gossips than readers, for reading maketh a full man, and the average American is lop-sided because he carries a light and shifting cargo of newspaper headlines for ballast. The newspaper has no time to be accurate and it is not necessary, for the error of to-day may be corrected or contra-

dicted or forgotten to-morrow. With the technical paper it is different. Its big asset is accuracy and fairness and non-partizanship. Its guiding principles are founded on good ethics, the promotion of every worthy effort. In the technical press the industries of America have an influence whose far-reaching power is little appreciated or understood. Not only in their publication and printed matter do the technical journals develop the resources of the country, but in the making of character, the unrecorded services that they render gratuitously, and in the making of opportunities do their lights shine out as beacons of good cheer bringing help and comfort and prosperity on many a barren place.

President Glossbrenner on Apprentices.

In his address at the banquet of the Chicago Typothetæ, the president of the international organization, Mr. Glossbrenner, discussing the treatment of apprentices, stated that he personally felt that a limitation should be placed on the number of apprentices employed, but objected that any dictation should be made in that regard. In the effort to unify the interests in the trade it is always desirable that the susceptibilities of all men should be considered. Mr. Glossbrenner evidently feels that a surplus of apprentices means imperfectly educated apprentices, and if employers undertake to give their apprentices a thorough training the limitation of the number will take care of itself. The union regulations respecting the number of apprentices is the survival of a passing condition, and the time is coming when the employers and the employees can consider this question and establish a practice that will go far to unify their efforts and bring about desirable reforms.

United Typothetae and Ben Franklin Club.

In common with all those interested in craft welfare, we await with interest — not to say impatience — the outcome of the latest efforts to bring about an amalgamation of the Typothetæ and Ben Franklin Club forces. When the last group of conferees met, practically the only points of divergence were the name and the dues. Though open to the criticism of being prolix or even clumsy, the proposed name — United Typothetæ and Ben Franklin Clubs — expresses the truth. In deferring the question of dues till such time as the union is effected, the conferees seem to have acted with sagacity, though some may be of opinion that they sidestepped a delicate question. It would be anomalous to have the dues fixed by a joint committee when the probabilities are that there will be a change irrespective of the fate of the pending proposal. In reality the agreement goes to the referendum of the membership of both organizations from their executive committees. The Ben Franklin Club officials have approved the arrangements, but at the moment of writing a mail vote is being taken by the Typothetæ officials. It is expected that it will not merely be approved but be submitted to the membership accompanied by a hearty appeal for indorsement. The outlook is bright, and when the lost motion caused by two organizations is eliminated the work of upbuilding and uplifting the craft will be done most effectively.

The provision in the present Typothetæ constitution providing for contracts with the trade unions opens the way for a more scientific treatment of the labor issue — and it is not too much to hope that the method adopted or developed will be an object-lesson to other industries.

The effort to organize the employers of eastern Canada under Typothetæ auspices gives promise of being successful. Western Canada probably is the banner territory for prosperity in printerdom, and the Westerners desire the assistance of the wealthy United Typothetæ in raising the tone and standard of the older and slower-moving East.

The Printer and Business Literature.

Although printers have a rich heritage of tradition in the lives of the great craftsmen who have immortalized themselves in the world of literature, comparatively few printers realize that to the printing trade particularly belongs the work of writing and designing business literature.

All the intricacies of type composition and the mechanical details of printing are gathered slowly and painfully by the writers and designers of advertising and business literature. To become experts in the preparation of this literature is much more difficult to them than to the practical printer.

In various ways THE INLAND PRINTER has urged these opportunities upon the attention of printers, and during its experience has had the pleasure of aiding many of them to develop abilities they themselves did not believe they possessed, and by them to reach positions of growing importance in the business world.

In the advertising section in this issue will be found an announcement of a very remarkable, unusual and liberal character — the announcement of a competition for the best-written and best-composed magazine advertisements for the Century Dictionary, Encyclopedia and Atlas. It is unnecessary to recapitulate particulars here.

The opportunity which has been prepared by arrangement between the Century Company and THE INLAND PRINTER is designed to concentrate the attention of printers upon what may be latent in themselves, to make the initial move to develop it by taking up a contest that, whether the contestant is successful or unsuccessful, will bring him substantial profit in the exercise of powers that will make their own reward.

The Printer and Parcel Post.

It is generally agreed that the parcel-post system will be extended in numerous ways. When the period of expansion arrives, printed matter will be among the affected commodities. Under the zone system there will then be presented some interesting problems which will prove difficult of solution both to producers and statesmen.

If we take the Bourne bill presented to the last session of Congress as a proper application of the principle of classification of rates, one can readily foresee a clashing of interests within the trade and a disturbance in settled conditions that might be termed anarchical.

One or two illustrations will serve to prove this. The present rate on advertising is 1 cent for every two ounces or fraction thereof. Mr. Bourne proposed to increase a two-ounce package to 2 cents, and so on till a five-ounce package would cost from 5 to 12 cents. Another specimen of the operation of the rates is that a six-ounce booklet can now be mailed for 3 cents. Under the zone system that price would rise from 6 cents within a fifty-mile zone to 11 cents within a thousand-mile zone and 12 cents beyond that distance.

It requires neither argument nor imagination to see what havoc would be played with some classes of printing-press products by the application of the parcel-post classification and rate.

We can readily see where parcel-post rates would be of possible benefit to those printers whose business is transacted within one zone territory. It would give them greater facility for securing and disposing of business. On the other hand, the printer who is catering to a nation-wide advertiser is at a great disadvantage.

The added postage may drive his customer to other methods for exploiting his wares; or possibly to some foreign printer, so that foreign postage rates may be secured.

The parcel post being in a state of development, it is difficult to prognosticate its ultimate effects, but we are fairly sure —

(1) It will be extended to printed matter;

(2) That what will be food for one class of printer may be the poison of another;

(3) That few, if any, persons in the trade have given the subject the study and attention it deserves.

Our best information from Washington is that there is not likely to be any legislation on the subject at this session of Congress. That is a comfortable condition, but it must be remembered that the art of prophecy is seldom so futile as when it essays to forecast happenings at Washington.

Assuming there is no danger of possible action this session, it is full time the trade was discussing possibilities under the parcel-post system and ascertaining, if possible, how legislation can be proposed that will best serve the public and the trade with the least possible disturbance to established conditions.

We invite our readers to express their views and give their experiences in these columns, as by doing so they will be collecting a mass of information that will become very valuable when the time arrives to use it. This is a live issue and discussion will ventilate it and prepare the ground for a just consideration of the subject before the various printers' organizations.



The Miner's Home-coming.

Statuary group in Humboldt Park, Chicago.
Charles J. Mulligan, Sculptor, Art Institute, Chicago.

This work is about 11 feet in height and 5 feet square at the base. It represents the miner's home-coming. "I saw this in real life," said Mr. Mulligan, "and it made a great impression upon me. The miner was sooty and tired. The little girl was an *angel*."

Written for THE INLAND PRINTER.

ECONOMICAL SELLING FOR THE PRINTER.

BY CHARLES W. HOYT.

SUPPOSE the printer has now made up his list of possible buyers as outlined in my last article.* Here, then, spread before him, is his field. We will designate the names on this list as his " possibilities " to distinguish them from that class which we will mention later and call " prospects." What shall the printer do with these possibilities? He might consider calling personally on each one of them. But this is not practicable because the printer has other things to do. But suppose he could do it, what would it cost him? Surely the proprietor's time is worth at least $10 per day. If he sees ten men daily he will do well. Therefore, each call will cost him $1.

Suppose the printer has a list of even five hundred possibilities (and he ought to have more in a large city), it will take fifty days to see all of them. This is in ninety-nine cases out of one hundred clearly impossible. I bring up the point merely to show the cost of $1 per call. This sort of work is what I term calling on possibilities as distinguished from calling on prospects. Possibilities are those people who have not yet inquired or shown an interest in the printer's business.

Suppose the printer hires a salesman for $3 per day. At this price he will have only a fair man. If he calls on local parties only, the cost of $3 per day will be the total expense. Making ten calls per day on this basis, each call costs 30 cents. If he travels out of town and pays railroad fare and hotel bills it will cost at least $5 per day for his expense and then the cost will be 50 cents for each call.

Too many printers have tried this sort of work. They know the results, or rather the lack of results.

The salesman flounders around, calling here and there and doing little business. The firm which he represents is no different from any other from the view of the possibility, and the solicitor makes little impression.

It will take this salesman fifty days to go the rounds and see the five hundred possibilities. This means he will get around every eight weeks. Except with an exceptional or star salesman this work will not pay.

Let us consider taking a certain sum and spending that sum monthly on each possibility. Suppose we spend 4 cents per month on a possibility or a total of 48 cents per year. For this 4 cents we will call on the possibility with something in printed matter. Thus, for 48 cents we will call twelve times within a year. This total of making twelve calls or of sending twelve printed pieces equals the cost of one call by the salesman or one-half the cost of a call by the proprietor.

If the right kind of printed sales talks are sent out, the effect of the twelve calls will be greater than the effect of one personal call. These twelve calls will develop what we term prospects — namely, people who inquire or show an interest in the wares of the printer.

Some few years ago I induced a printer to go six times through the mails with printed folders. Each one of these pieces produced a large number of inquiries. Those who inquired were all good people, because the printer only put good people on his list. The last time I talked to this printer he told me he had not been able to send out any more stuff because his shop had been running to its full capacity ever since. Even so, I think he makes a mistake in not sending out more pieces, as it would insure a large trade and enable him to a larger degree to dictate his prices.

What shall we do with this 4-cent investment?

It will take 1 cent for a stamp, because these pieces can be mailed under 1-cent postage and produce results equal to those produced by 2-cent mailings, cost being considered. We will then have 3 cents to spend on a message to go to a possibility.

Suppose the printer makes up something in the way of a folder each month. This folder should have printed on it *real sales talk*. By real sales talk I do not mean general phrases such as are often put on things like blotters by printers.

" John Smith. Job printing of all kinds done in artistic style," may look good to the printer, but it doesn't bring customers. To write a printers' folder you should write it exactly as you would talk to a prospect. Be natural.

Perhaps for one thing the printer in his talks should dwell on the uses of printing. Every merchant knows that he should have printed stationery and printed cards, but does not know always that he should have other things in the way of advertising.

The printer should tell the merchant, in a way that is not too dictatorial, that he needs printing to boom his business. Printed salesmanship is just as essential to commerce as is word-of-mouth salesmanship. This is the age of advertising, and the printer is one of the manufacturers of advertising. He should impress upon his customers that he can produce printing that will sell goods.

Therefore, in the first piece you should lay stress on the service which you can furnish the merchant. You should offer your advice in the preparation of attractive printed pieces. This piece might have for its theme " The Power of Printing in Business."

This piece should carry a postal on which the possibility can write his inquiries. The postal card should have a dozen different things which the inquirer can check, such as:

" Please have somebody call."

" I am in the market at the present time for the following. Would be glad to talk to you about it."

" I am thinking of issuing a catalogue."

" I could use some booklets."

" I could use some folders, etc."

You will receive quite a few inquiries; but even if you do not receive any, do not think the seed is lost, because we are going to cultivate your field of possibilities and later get some good out of this mailwork in another way.

The second piece should have another message. You might discuss quality. You might tell the prospect that it is just as important to have a good-looking printed piece represent them as it is to have a neatly dressed salesman. Again on this piece you should have a reply postal card.

At the beginning of the third month send out your next piece. Perhaps you could talk about the cost of printing in this piece. Point out that poor printing is an expense and good printing is an investment. You do not have to say that you do the right sort of printing, because if you talk good printing and emphasize the importance of it, it is quite evident that is the kind of printing you believe in and which you produce.

The fourth piece might be along the lines of this article which you are now reading — namely, advising the merchant that he ought to sow seed in his territory. You might also talk about the value of such things as envelope

* NOTE.— "Advertising for the Printer," page 525, January issue of THE INLAND PRINTER.

inserts or stuffers, the use of handbills, the value of mailing out monthly a folder or card.

Another good thing is to take the matter of how printing is figured. Show how one job with apparently the same specifications can be figured in half a dozen ways. Explain the meaning of different grades of paper, difference in qualities of ink, etc. The different ways of setting up, printing, etc.

You might devote some part of your advertising to telling of your skill in handling colors.

While you have been doing this sort of work several things have been happening. For one thing you have now received a large number of inquiries. Now these inquiries, of course, need some attention. You can handle them over the telephone, by mail or by personal call. You can not sell goods unless you are willing to put some sales effort into the work.

Thus, people who have inquired are your prospects, and on these people it generally pays to call. You have a reason for calling on them.

It would now pay you to have a salesman and let him call on your prospects. Beyond any question these inquiries linked up to the salesman's call will produce business, provided you deserve business.

Let us assume that you have been doing this work for six to twelve months and that out of your list only one-third have answered. Assume also that your salesman has some time on his hands. Now then, after having sown this seed in your possibility field, send your salesman to call on those who have not answered.

Try the experiment and go out yourself. Notice whether people pay any more attention to you than they did before you sent the advertising. Your field has had some good seed placed in it, and now you can begin to take the harvest from it.

Under the old method you would think it quite correct to let a salesman call several times on a possibility. We have taken the cost of one talk and have been twelve times, and now your salesman ought to be able to sell printing to possibilities with a less number of calls.

THE PUSHCART PRINTER IS HERE.

The street printer is here. With a pushcart laden with type, ink, two small hand presses, a stone and proof press and accompanied by a "devil," George Somerset, a member of "Big Six" and not ashamed of the fact that he has worked in many printing-offices between New York and San Francisco, is traveling the streets of New York city, where many who are in a hurry to have printing done stop to patronize him. Somerset, who has a small shop at 61 East One Hundred and Twenty-fifth street, declares he is the only street printer in the country.

"Up to the present time," said the street printer to a reporter, "I have been printing only cards, circulars and a program or two, but if you know anybody who wants a newspaper printed tell him I'm here and ready to do the job.

"This is a progressive age," continued the printer. "Often business men are in a hurry for a rush job — some cards, bill-heads, etc.— and they don't have time to run to a printing-shop. I will go to them and take their orders while they are waiting on a customer. The biggest street job I have had was printing a church program."

The wayside printer was interrupted by a real-estate man who hurried up to him.

"Hurry," shouted the stranger, handing the printer a slip of paper. "Some bill-heads, and follow that copy. Hustle, now, like a good fellow. There's a woman waiting to pay me a bill, and she won't give up until she is handed a receipt on my printed stationery. I just discovered that rats had eaten all my stock."

With stick in hand the printer made a few quick passes. Next the matter needed by his customer was on the stone. "What kind of a border would you like, sir? Leave it to me? All right, sir. How's that, sir?"

"You should see me when I'm working real fast," said the wayside printer, lighting his pipe later. "A program job the other day was rush work. Ten minutes before the entertainment was to start they discovered they had neglected the program. Somebody remembered I was here on the corner. I don't like to throw bouquets at myself, but the audience had the program before the curtain went up, and it went up on time." — *New York paper.*



GEORGE ROGERS CLARK.

From the monument to the memory of the great savior of the Northwest at Quincy, Illinois.

Charles J. Mulligan, Sculptor, Art Institute, Chicago.

A Study Course in Advertising

LESSON X.— BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.

IN this, the final lesson of the course, we will discuss some of the problems that present themselves to the advertising man in the ordinary trend of his day's work.

Frequently enough, he will be called upon to decide, or at least to help decide, what is to be advertised. Merchandising experience, says the merchant, is required, and no doubt he is right. Still, common sense and an understanding of the governing principles can sometimes teach merchandising experience and always will assist it.

In the consideration of what to advertise, four tests should be applied to the articles in question.

Test No. 1 — The Margin of Profit. In most retail stores, certain lines of goods offer the dealer greater profit than others. Perhaps there is too much competition. Staples, as a rule, offer less profit than luxuries or novelties, and there are various other reasons. However, we are concerned more with the effect than with the cause, and the margin of profit must be reasonable — not necessarily larger if the article is to be profitably advertised.

Test No. 2 — What Is the Possible Market? How many present or possible users are there in the territory reached by the store? How many among the class of trade to which the store caters? For instance, as a coarse distinction, a furnishing-goods store in a coal-mining town catering to the miners could not possibly conduct a successful advertising campaign on dress suits. As a somewhat finer distinction, a stationery store out of the shopping district, and catering largely to commercial trade, could not well advertise high-grade engraved stationery for ladies.

Test No. 3 — Ability to Reach the Market. Every one uses a toothbrush, and it follows that every reader of an advertisement in any form or in any medium is a prospective purchaser. But take out of the stationer's stock drawing instruments and artists' materials. How many readers out of a hundred, under ordinary conditions, could possibly be persuaded to buy a set of mechanical drawing instruments, a T-square, or a box of water-color paints? I won't say that ninety-nine per cent of the readers of an advertisement must be possible purchasers. Just where to draw the line is indeed a nice distinction; but I would feel safe in saying that, ordinarily, close to one-half of readers should be possible, if not probable, purchasers if the advertising is to pay.

Test No. 4 — Local Conditions Governing the Sale of the Article. Test No. 4 may be regarded largely as a safety-valve for the first three tests. Certain peculiar local conditions might make it advisable to advertise an article that showed very badly on tests 1, 2 and 3. At Christmas it would be advisable to advertise as gifts articles which could not possibly be sold during any other season of the year in any quantity. Cheap electric current in a town would allow the advertising of many electrical specialties where high-priced current would prohibit it. Test No. 4 is, in a large measure, a test for timeliness.

Another consideration along these lines, and which perhaps could be made a part of Test No. 3, is the amount of persuasiveness required to consummate a sale. An ordinary amount of interest and a dash of desire might resolve a person to try a new brand of coffee, where, on the other hand, the purchase of an expensive hall clock would be infinitely more difficult to effect. The furniture dealer should, then, advertise the things that move quickly, or at least steadily, and depend upon his salesmen to push hall clocks and similar merchandise when the customer has been brought into the store.

Another problem which the advertising man will be called upon to face — the merchant is facing it every day — is the extent to which the dealer should link himself with the manufacturer of the goods he carries. Some dealers elect to "go it alone." They purchase whenever possible private brands, and feature their own name on every article admitting such a course, keeping the manufacturer's name or brand out of sight, or if this is not possible, in the background. Their object in this is to build a reputation for their stores, and to force the customer to come to them for reorders. Also, in some degree, to stifle price competition.

Other dealers pursue a more or less piratical course, and buy "imitations" or "substitutes" because of the larger percentage of profit offered on these generally inferior goods.

Probably the largest number of dealers follow the line of least resistance, stocking and selling well-known goods and goods that are in general demand.

The first course, that of pushing private brands, may work out all right if the proprietor is willing to spend the years of time and the amount of energy necessary to build such a reputation. But not a month ago, a dealer of this class, who is in the fifties, told me he could have built in five years the volume of business by following the lines of least resistance that it has taken him twenty years to acquire, by pushing only his own privately branded lines of goods. He would have had these fifteen years of "velvet," if I may use the slang, in which to further build and extend. I won't say that success is not possible through the private-brand course, but I do know that it requires ability, energy and patience. And I do firmly believe that the man who possesses these qualities in sufficient degree, could build along the lines of least resistance to four and five times the volume that would be possible in a given time of working the private-brand idea.

Little need be said of the man who depends upon substitutes and imitations to build his business. His career is bound to be limited and his success, if he makes one, short-lived.

The man who is seeking the cooperation of the manufacturer is the one who will make the most pronounced success in any line of retail merchandising. The manufacturer of an advertised article is creating a great amount of sales energy, which the retailer can easily turn to his advantage. When one stops to realize that the vast sums expended in national advertising have, in the final analysis, but one object — the creation of desire — it seems useless for the retailer to expend so much of his time and

energy in combating this force, when, by taking advantage of it, he can make sales quickly and easily, turn over his money and take his profits, and build up a class of trade that will stick. When a customer asks for Smith's brand, he may be finally persuaded to take something else, but at heart he remains unsatisfied. It is human nature to rebel against being told, however tactfully, that you don't know what you want, and after repeated experiences of this kind, the customer will go somewhere else.

I strongly urge the advertising man to give this problem his most serious thought. It is true there is much to be said upon all sides, but the man who is building for permanency must give a thought of to-morrow. Is the principle of known values and qualities economically sound, or is it unsound? Your decision must rest largely upon your answer to this question. Much of the success of the United Cigar Stores, and, in fact, of all chain-store systems, which are such a menace to the life of the independent retailer, is due to the plan of offering the public standard brands and standard values. Whatever may have been the practice in earlier times, the public of this hurrying age do not like to barter — they want to buy easily and with confidence — and the retailers who are pushing unknown merchandise of good quality or bad are doing more than any one else to enable chain stores, mail-order houses and like systems to steal away great volumes of their business.

I don't want to be misunderstood as advising the dealer to be subsidized by the manufacturer, but I do think he should understand him. Altogether too many dealers look upon the manufacturer with distrust and suspicion, and too many manufacturers look upon the dealer in the same light. The dealer, for example, does not understand how the manufacturer can afford to spend so much for advertising in the magazines, or in street cars, and in other forms, and thinks either he or his customer must pay for it. The old fallacy that advertising is an expense rather than an investment is still firmly believed by many really intelligent and able retail merchants. In the cases where an advertised article was inferior to a competing but non-advertised one, failure has been inevitable for the manufacturer. From a manufacturing point of view, no one would claim that money put into new and more efficient machinery would raise the price of the article, or that the cost of a new and better equipped factory would come out of the pocket of the retailer or his customers. Why then, when a new and better method of selling is found and money invested in it, should the retailer think that he must pay for it, or his customer, or both? Any article of merchandise in this country in general use can, if it be equal or better in quality than competing articles, be advertised, and if the advertising is well done the net profits from the increased sales will wipe out the cost of the advertising many times. Suppose you told your wife that because the most popular department store in the city advertised extensively she would have to pay for this advertising in advanced prices on the goods. She would probably laugh at you, because she knows the prices there are lower than she can hope to get in any of the smaller shops. If the sales of an advertised article remained stationary after the advertising had been running any length of time, then there would be some justice in the claim that advertising added to the cost (unless it took the place of some more costly method of selling), but when the sales increase it is obvious that added profits are coming in, and the advertising bills are paid, with a handsome balance to spare. If this were not so, the manufacturer would be little short of foolish to continue advertising. The thing that "sticks" most people in a discussion of this kind is the realization that money is being paid for advertising, and if it were not, something else might be done with it. This is true. It is also true that if the rents or taxes paid in the shopping districts, the cost of lights, of clerks, of bookkeeping, of salesmen and of a hundred other things could be saved, something else might be done with it. Yet the intelligent and able storekeeper on a side street knows that the added volume of business a good location will bring will more than pay the advance in rent, that the cost of a well-lighted store is more than taken care of by the trade it will attract over the poorly lighted store. No one, then, should speak of advertising as an expense, as the term is ordinarily understood in the business world. Where there is doubt he should discuss the question of whether advertising is a more or less costly form of selling than any other, but he must remember that some form or other of selling expense is always required.

Where the dealer and manufacturer freely enjoy a mutual cooperation, without distrust on either side, the greatest results are possible, for, after all, both are working in a common cause. The manufacturer wants to sell goods and the dealer wants to sell them. Why not combine forces to the good of all?

It would seem fitting to close this series of lessons with some general suggestions to those about to make advertising their work, or an important part of it.

Read good books constantly. Good books do not mean necessarily "deep" books. If you don't like Kant's "Critique of Pure Reason" don't read it. Start with Hugo — "Les Miserables," I should advise. Read some of Scott, Dickens and Thackeray. Follow the style, and, for practice, try rewriting some of the passages. Try Spencer's "First Principles" and Emerson's Essays. By that time you will know what should follow.

Keep up with the present with an eye on the future. Read the *Literary Digest* weekly, and the *World's Work* monthly. Read the best trade journals in your field, and *Printers' Ink* weekly.

You must know human nature; whether you get your ideas from the study of psychology or from a first-hand study of humankind makes small difference, though I suggest a little of both. Keep yourself in the other fellow's place. Know what he thinks about and what will influence him. Possibly the treasurer can do business with a shriveled and stunted heart, but the advertising man must have heart big enough to take in all kinds of people. Know thyself, know thy customers, and know both kindly.

VERSES THAT APPEAL — TO US.

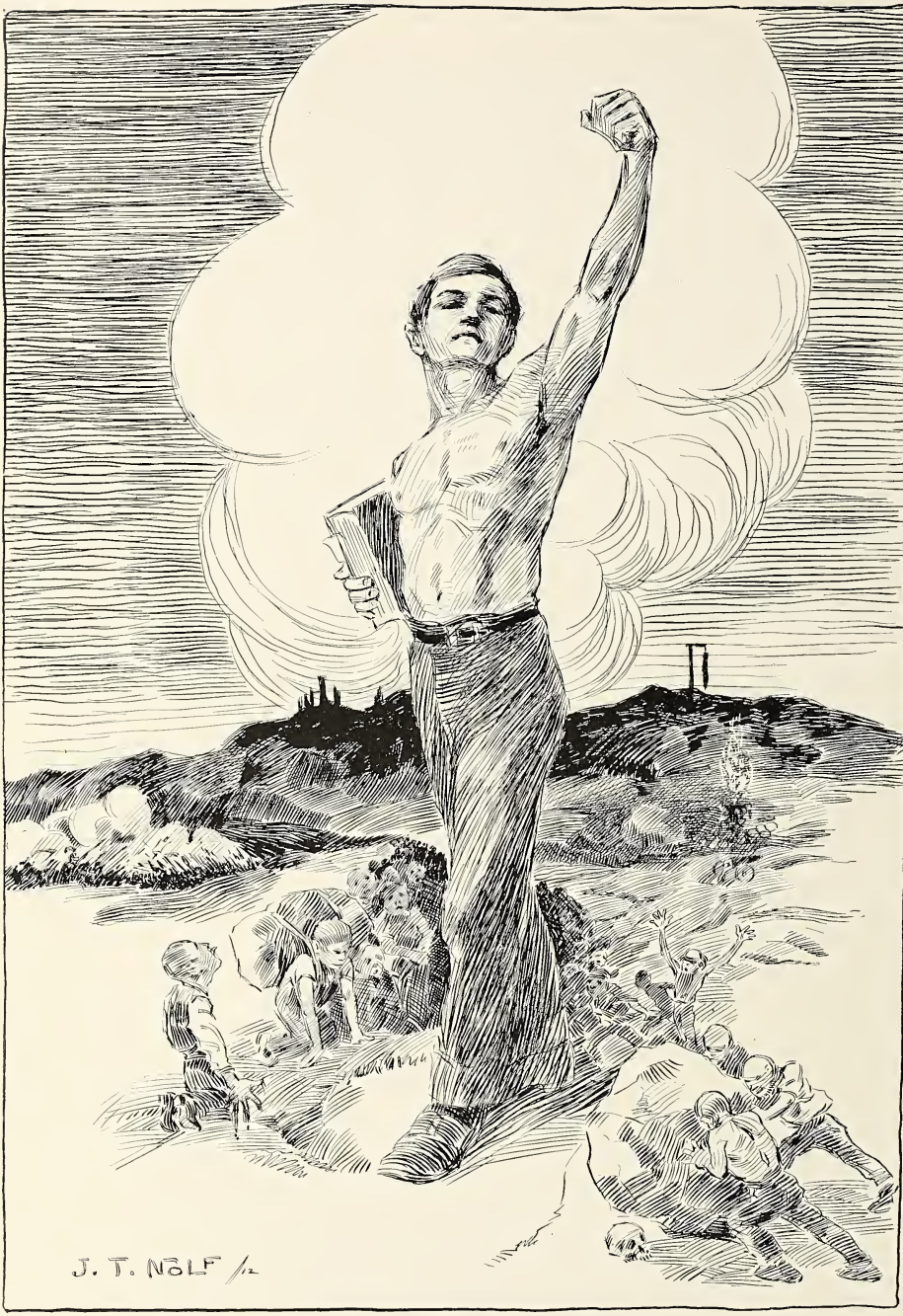
Edwin H. Farr, editor of the Whiting (Ind.) *Call*, gracefully renewing his subscription for another year to THE INLAND PRINTER, drops into poetry, in a friendly way, like Silas Wegg, but with much better success, and says that he *might* do without THE INLAND PRINTER, but he can do much better with it:

"Make short the long, hot summer days,
And speed the frosty winter;
By learning neat and tasty ways,
Shown in THE INLAND PRINTER.

"'*Quick, foreman, the red ink!*'

"The check inclosed is good if the above-going isn't. Make it another year, and maybe 'six months' will do for the latter. With high regards."

EDITORIAL NOTE.— Wonder how many words can be made to rhyme with Inland Printer.



WANTED—A TITLE FOR THIS PICTURE.

A Year's Subscription will be given for the Most Acceptable Title for the Above Illustration.

Titles must not exceed fifteen words. Only one title must be given on a sheet of paper, accompanied by the writer's name and address. The title and the writer's name and address must be submitted by themselves; no correspondence should be enclosed in the envelope. Address: Picture Contest Editor, The Inland Printer, 632 Sherman street, Chicago. Contest will be closed April 15, 1913. Announcement of the result will appear in the May number.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

ANOTHER PRINTER-CHURCHMAN.

To the Editor: CHICAGO, ILL., January 6, 1913.

Your gallery of printer-churchmen, as shown in the November, 1912, and the January, 1913, numbers of THE INLAND PRINTER, is becoming interesting, and I would offer, as one worthy of being added thereto, the name of Thomas Parker.

Mr. Parker was licensed as a "lay reader" by the late Bishop McLaren, and officiated in that capacity at the Church of the Ascension, Chicago, during the vacancy in the rectorship occasioned by the retirement of Father Ritchie and until the coming of Father Larrabee. This interval, if my memory is not at fault, was about one year.



THOMAS PARKER,
Late "lay reader" and choirman of the Protestant Episcopal Church.

In addition to conducting the services, Mr. Parker also was choirmaster, among his choir-boys being Harrison M. Wild, the well-known organist of Grace Episcopal Church, and conductor of the Apollo and Mendelssohn Musical Clubs, of Chicago.

Thomas Parker, and his brother, Samuel K., were original members of the first vested choir formed in the West — that of the Cathedral of SS. Peter and Paul, organized and led by the late Rev. John Harris Knowles, an accomplished church musician, who was at that time one of the canons of the cathedral, under the authority of Bishop Whitehouse. By the way, it may be of interest to mention here that Canon Knowles was a bookbinder by trade, and had worked at the bench with Michael Donohue, of the old firm of Donohue & Henneberry. W. B. Conkey was one of the Canon's choir-boys.

Together with his churchly activities, Mr. Parker maintained his labors in the printing-office, both being terminated by his death in Urbana, Illinois, on February 22, 1904, at the age of nearly sixty-three. The accompanying portrait was taken in Champaign, Illinois. S. K. P.

THE HUMANITARIAN AGE.

To the Editor: NEW YORK, January 7, 1913.

In your article entitled "The *New* Religion" you have hit the *real* religion. It is not *new* but has been buried beneath a weight of debris of the ages in coming forth from slavery. So long as the platform laid down by the Federal Council of the Churches of Christ in America, and the "labor platform" is based on the *golden rule* to all, just so long will it be successful. The Church is the place from which such principles should emanate, for here should be brought together all phases of human life—the employer and the employee, the buyer and the seller, the merchant and the professional man — and it is in such a community of interest where everything points to the motto "Do unto others as you would be done by."

When we meet together as employers, or as employees, there begins that selfishness of interest that has caused so much trouble the world over.

The underlying spirit that should govern both employer and employee is the spirit of fairness — "Live and Let Live" — obtaining the best results by working hand in hand for mutual interest. Many people will say these sentiments are fallacies, but the writer has proved that with the cooperation of a loyal and devoted force of employees it is possible to be successful in a worldly as well as a philanthropic manner.

The employer is responsible for the education and condition of the working people. Long ago, by years of treatment which meant only his own aggrandizement, he forced the employees to form aggressive organizations with one object and only one object in view — to better their conditions. By this means there has grown up among us powerful bodies of employees following along the precepts and principles instilled into them by selfish employers. Now the time has come when the worm has turned, and will be

trodden on no more. Hundreds of millions of dollars' worth of property have been destroyed, and misery made rampant. What shall be the next move?

The employer should be intelligent enough to see that the best result may be obtained through a harmonious working together of the previously warring elements, hands should be outstretched by both parties and the little petty differences buried in an endeavor to bring into existence the Humanitarian Age.

The employer having taught the employee his strength should now set his mind to teaching the employee how to use that strength in the direction of the best interests of the whole human race. These sentiments are largely expressed in the declaration of the Federal Council, published on page 530 of the January INLAND PRINTER.

CHARLES FRANCIS.

PROOFREADER A MIND-READER.

To the Editor: WASHINGTON, D. C., January 8, 1913.

Your proofreader contributor corrects the following sentence from an article by Woodrow Wilson: "We ought to be interested in it only as it express the purpose of the people." He says that every one should know that its writer intended to write "expresses."

Mr. Teall may be as good a mind-reader (and a grammarian) as he is a proofreader; but, in a trial at mind-reading, one guess will probably be as good as another. We *know* that Professor-President Wilson is a very busy man; and I *guess* that he gave us a shortened sentence, meaning "We ought to be interested in it only as it *shall* express the purpose of the people." This gives to the Woodrow Wilson expression an enlightening touch of futurity that may help to clear up Mr. Teall's select positiveness should he consult any standard work on grammar.

JOS. W. CHEYNEY.

PRINTING FOR POSTERITY.

Those who know are continually warning us that our modern books and newspapers are printed on paper that will never find its way to posterity.

Only a year or two ago Frank P. Hill, Librarian of the Brooklyn Public Library, told a conference of fellow librarians that "in many instances papers published within the last forty years had begun to discolor and crumble to such an extent that it would hardly pay to bind those which had been folded for any length of time." In fact he predicted that news paper "which carries with it the seeds of early decay" is likely to return to dust in about fifty years.

English librarians declare that "the ordinary novel printed on light, spongy paper has a life of about forty issues. In other words, it will be unfit for further use and not even worth rebinding after circulating among forty readers."

The American Newspaper Publishers' Association is a good deal worked up over this matter, and has set Mr. John Norris to ponder ways and means to preserve or pickle newspapers of to-day so that posterity may have plenty of our "current history" to pore over.

We wonder what posterity would say about it? Probably that it counted on us to hand down the facts in proper style. But we fancy posterity might also politely beg us not to overdo it. To have descend upon them as a heritage stupendous masses of imperishable daily newspaper and periodical files full of repetitions and reduplications of matters already bountifully preserved and recorded might strike future generations as rather too much of a good thing.

Selection, elimination, condensation of current events are what make the present valuable to the future. Anything that tends to render intelligent digest-making a habit and a necessity is to be gratefully welcomed. In these days of mountains and avalanches of cheap novels, magazines and printed matter, increased each year by millions of tons, there is blessed relief in the thought that most of it will crumble away to dust of its own sweet mercy.

Without going so far as did Ike Partington, who, when he read the Bible, tore out each page as soon as he finished it in order not to lose his place, we feel that the speedy annihilation of much that we read day by day and week by week is far from unmitigated misfortune.—*New York Evening World.*

DREAD PNEUMONIA—ITS PREVENTIVES.

The other day an explosion in an industrial plant near Chicago killed three men and injured several others. Now the Grand Jury has been asked to investigate the matter with a view of fixing the responsibility for so terrible a disaster. Last month in Chicago 365 persons were killed with pneumonia, and for the eleven months of this year 4,445 people were killed by the same dirty-air disease.

Here we have it: Three persons killed and half a dozen injured by an explosion and the citizens of the town are demanding an investigation to find out who were responsible and if possible the cause, to the end that in the future such disasters may be prevented. But up to date there has been no public concern or excitement over the 4,445 deaths caused by a preventable disease here in Chicago.

Makes all the difference in the world, doesn't it, how people are killed? A chance spark coming in contact with the fine impalpable dust in a starch factory kills three or four people and injures as many more. The whole community is shocked and everybody wants to know all about it. But when 123 persons are killed by one of the dirty-air diseases in a single week in Chicago, these needless deaths — a needless sacrifice of human lives — excite no horror, and arouse little or no interest as to why they occurred or as to the means to be employed to prevent pneumonia from killing nearly five thousand of Chicago's people next year, that being about the number of its victims for the year 1912.

Pneumonia is a house disease and occurs only in houses where the air is continually foul and bad. It is essentially a dirty-air disease. It is most prevalent during the fall, winter and early-spring months as the following figures show: In January of this year the pneumonia deaths in Chicago were 716; in February, 692; in March, 658; in April, 510; in May, 378; in June, 260; and this decrease continues until the month of September, when the minimum for the year — 166 deaths — was reached. No better proof could be submitted showing that pneumonia is due to the bad-air conditions in our work places, amusement halls and public conveyances than the figures above given.

Now, unless you want to be a pneumonia victim: Don't breathe dirty air. Don't sleep in a bedroom with the windows closed. Get all the good fresh air you can. Live temperately. *Don't overeat.* Keep regular hours. *Don't dissipate.*—*Press Service, Department of Health of Chicago, December, 1912.*

TO FILL these holes with sundry bits would rob the wisest of his wits, they come in such a lot of sizes that when they're filled the great surprise is that we were able to get anything to fit the blessed cubby-holes.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GERMANY.

THE Vogländische Maschinenfabrik, a press and printers' machinery building company, at Plauen, has increased its capital stock by 1,750,000 marks ($416,500).

THE paper industries of Germany will have an exposition, May 3 to 14, next, in the Philharmonic building, in Berlin. Over one hundred concerns have already announced their intention to participate.

THE government's tax on playing-cards has enriched the German treasury to the extent of 1,918,000 marks ($456,674) in 1908, 1,954,700 marks ($465,218) in 1909, and 1,954,100 marks ($465,076) in 1910.

WHAT is probably the largest paper-cutting machine ever made has just been turned out by the Karl Krause machine works at Leipsic. It will cut paper 106 inches wide. The knife-carrying mechanism alone weighs two tons.

THE typefoundries, because of higher cost of production, have reduced the discounts on type bills five per cent. Where formerly a discount of five per cent was allowed on plain Fraktur and Roman type none is now given. For orders of job type up to 300 marks, the discount is now ten to fifteen per cent; between 300 and 1,500 marks, twenty per cent, and over 1,500 marks, twenty-five per cent.

THE last edition of the telephone directory of Berlin and its suburb makes a portly volume. It contains 1,288 pages, each having three 11-em columns. Each column contains 112 nonpareil lines, a total of 432,768 lines for the book, the type for which is kept standing. As each page weighs 7.6 kilograms, the volume represents a total of about 9,788 kilograms (21,500 pounds) of type. There were 225,000 copies of this edition printed by the government printing-office, and it required 18,500,000 sheets (37,000 reams) of paper. The total cost of the issue is said to have been 567,500 marks ($135,000).

A VERITABLE Poohbah, having a slight connection with the newspaper business, has been discovered near Fritzlar. This worthy imitation of the mighty factotum in the "Mikado" has thirteen offices and vocations, and his income therefrom is listed as follows: Executor, 50 marks; swineherd, 400 marks; inspector of local lighting, 75 marks; broombinder, 100 marks; undertaker, 200 marks; organ bellows pumper, 50 marks; field watchman, 150 marks; secretary of the Israelite school board, 50 marks; policeman, 450 marks; crier of public announcements, 50 marks; night watchman, 150 marks; coroner, 100 marks, and finally newspaper carrier, 10 marks — a total of 1,835 marks ($436.33) per year.

FRANCE.

THE workmen of the noted Foucher typefoundry, at Paris, recently went out on a strike for increased wages. Reports as to its outcome are not yet at hand.

A non-inflammable benzin is a new product recently announced in France. If it retains the detergent quality, it will certainly be much preferred in printing-offices.

A CALCULATION or estimating bureau has been established by the association of master printers, and is located at 117 Boulevard Saint-Germain, Paris. It is intended for the service of all the members.

THE *Annales de l'Imprimerie* describes a process by which artificial sponges are made of paper pulp. They are said to be insoluble in water, do not rot and are agreeable to the touch. If they are also durable, they will find a welcome.

THE United States Consul (Mr. Carl Bailey Hurst) at Lyons reports that in the past year such great advance in the art of color photography has been made in France that it is now possible to make instantaneous color negatives. Success now hinges upon a usable paper for printing from color negatives.

IN the early part of last December the printers' union declared its intention of resorting to a strike in case the employers would not come to an agreement with it in the movement for a shorter work-day and increased wages. Up to the middle of the month about one hundred out of two hundred and fifty offices are said to have agreed to the terms of the union.

THE French national printing-office has now its third general director in two years, the newest incumbent of the position being M. Louis Méjean, who is not a printer, but is said to be a very energetic official. The position draws a salary of 20,000 francs ($3,860) a year. The two assistant directors receive respectively 15,000 and 10,000 francs ($2,895 and $1,930) a year. The chief superintendent receives 8,000 francs ($1,584), the foremen each 6,000 francs ($1,158) and the assistant foremen 4,800 francs ($926). The removal of the office from its old location to new buildings about six miles away will cost nearly 2,000,000 francs ($386,000).

THE stocks of some printing and publishing companies in France have a large value above par, the following being noteworthy: *Annales Publiques*, issued at 50 francs per share, now valued at 698 francs each; the Bottin Directory Company, issued at 125 francs, now 805 francs; the Imprimierie Chaix, 300 francs, now 1,570 francs; the *Petit Marseilles*, 100 francs, now 450 francs; the *Petit Parisien*, 125 francs, now 602 francs; *Le Temps*, 500 francs, now 660 francs. The shares of the Agence Havas, France's most prominent advertising agency, have increased in value from 500 francs to 1,340 francs. These are bourse (stock exchange) quotations.

FRENCH Chauvinists have been agitating for a governmental regulation that certain goods imported from its neighbor to the east be labeled "*produit en Allemande*" ("made in Germany"), the idea being that loyal Frenchmen would then refrain from buying such goods. But Minister of Commerce David informs them that such a regulation had been made by England and its experience had been that such a mark was a medium of advertisement for the goods, and many placed more value on articles that had the mark; in fact, it was now proposed to substitute for it a mark reading "not made in England." He therefore believed that to mention the source of foreign-made goods was unwise.

NOTE is made of a recent strike of the workmen in a cooperative glass factory at Albis, which was run according to Socialistic principles, because Marinoni — the recently deceased great pressbuilder of France — about fifteen years ago gave $10,000 to enable the promoters to put their principles into practice. This they probably did, but in a manner so unsatisfying as to cause a strike for relief. The leaders may have proceeded along the lines of best intention for all concerned, but such a result is very natural. Your correspondent is not inimical to the socialistic ideal, yet (and there's the rub) he believes that he would find it just as disagreeable to work under some cooperatively elected "bosses" as under some that now get into the "boss" class by private initiative. For a social-

istic régime must have bosses (that is, leaders, managers, superintendents, etc.), and many of such would give plenty of cause for dissatisfaction to subordinates. Besides, many workers would "knock" them, whether their reasons were really good ones or just the outcroppings of average human nature.

HUNGARY.

After long drawn out negotiations between the masters and the workmen in the chemigraphic industry of Hungary, an understanding has been arrived at as to wages and working conditions. Eight hours is now the length of a workday, reduced to six and one-half on the days preceding New Year's, Easter, Pentecost and Christmas. Holidays will be paid for as if worked. The minimum wage for journeymen after finishing their apprenticeship is $4.50 per week during the first six months, $5.10 during the second six months, and $5.50 thereafter. After August, 1916, these rates will be increased by 20 cents. For certain special work a still higher rate is provided, as well as for overtime. Apprentices must go through a medical examination before being accepted, and the term of apprenticeship is three years. Females are excluded from working at the trade. Notice of discharge or of quitting must be given two weeks in advance. This rule does not apply to persons temporarily employed in rush seasons, unless engaged for a longer period than two weeks. Such temporary assistants must receive a bonus of 60 cents, added to the wage they were receiving at their previous place of employment. The right to a vacation and its duration are also regulated. The agreement is to be in force until July, 1918.

AUSTRIA.

It is rare indeed to note the very extended term of service of a woman in one place of employment. Such an instance is the case of Frau Marie Weidman, a press-feeder in the office of Friedrich Sommer, in St. Pölten, where she has worked now over forty years. The event was duly celebrated and the lady honored by her employers and fellow workers.

The Viennese lithographers' journal, *Freie Künste*, gives the following estimate of the number of "lithographers" (those who make the drawings, transfers and prepare the stones and other surfaces for printing) and "litho pressmen" (those who do the actual printing) in the following countries:

	Lithographers.	Pressmen.
Germany	5,898	9,594
England	1,450	5,700
France	1,200	5,000
America	1,200	4,000
Austria	1,000	1,600

SWEDEN.

In answer to a demand from the public, the management of the telegraph lines of Sweden has introduced specially designed blanks upon which to transmit messages of congratulation, condolence, etc., which will be more in harmony with the text than the cheap blanks commonly used. Samples of various styles of these *de luxe* blanks will be on display at the telegraph offices and senders of dispatches may designate such as they wish used for the delivery of a message, the writing upon which will also be done in a manner displaying more style and dignity than the usual slap-dash messages. A slight extra tax is, of course, to be paid for this special stationery and service.

NORWAY.

The printing-office of Gröndahl & Sön, at Christiania, recently celebrated the one hundredth anniversary of its establishment. From 1815 to 1864 it had the privilege of printing the law codices and the records and stationery of the Norwegian Parliament. On the occasion of this jubilee the proprietors gave money to a number of benevolent funds — among them being that of the Convalescent Home for Printers, 1,000 kroner ($268). The Society of Foremen received 5,000 kroner ($1,340), the interest of which is to pay for study-journeys abroad. For employees a pension fund of 20,000 kroner ($5,360) was set apart.

ITALY.

Last November the printers of Milan went out on a strike for better wages. It lasted twenty days. As the outcome of the negotiations between masters and men, a five-year agreement was arrived at, through which hand compositors received an advance of twelve per cent, machine compositors seven and one-half per cent, pressmen eight to twelve per cent, stereotypers seven per cent, process printers seven per cent, and miscellaneous helpers up to twenty per cent. Work was fully resumed on November 20.

EGYPT.

The government has decided not to permit the establishing of additional Arabic papers in Cairo and Alexandria, deeming the present number more than sufficient for all needs. A number of applications from would-be publishers for the privilege of starting new sheets were flatly rejected. Naturally, this pleases the publishers and the papers already established.



A THOROUGHBRED.

Owner: Earl F. McGinnis, printer, Lewistown, Montana.

APPRENTICE PRINTERS' TECHNICAL CLUB

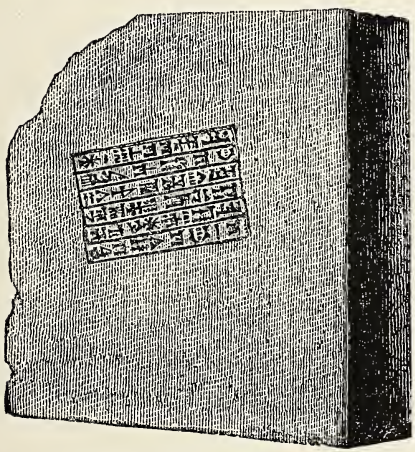
NO. XXVII.— BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

The Evolution, Invention and Progress of Printing.

Prior to the invention of printing from movable metal types many methods and materials were used to graphically convey thought. Among these was the stamping of engraved blocks and the writing of characters in clay bricks and cylinders which were afterward baked and hardened. This was extensively practiced among the ancient Babylonians and Assyrians. Their "books" were written in the cuneiform (arrow-headed) characters peculiar to that age, and some of them have been found which are supposed to have been produced about 4,000 B. C. Hundreds of such specimens were uncovered by Sir Henry Layard, an eminent archæologist, in the mounds of Koyunjik (ancient Nineveh). One of the tablets dealt with an account of the Flood.

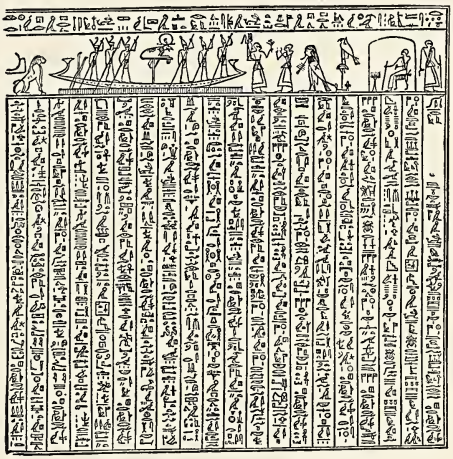
In point of antiquity the literature of Egypt probably ranks next to that of the Chaldeans (Babylonians and



A stamped brick, found in the ruins of Babylon.

Assyrians). In some of the tombs in Egypt writings have been found which were executed during the fourth dynasty, 3733-3566 B. C. Cheops, builder of the Great Pyramid, was the founder of this dynasty, and it was during his reign that the famous "Book of the Dead" appeared, a small part of which is reproduced herewith to show the hieroglyphical characters. Copies of this book, written on papyrus and covered with stained sheepskin, were sold to mourners and friends of deceased persons, who placed them in the tombs of their dead as a safe conduct for the pilgrim souls on their journey through *Amenti* (Hades), and for their guidance in the world to come.

The Chinese are said to have produced ink and paper at the beginning of the Christian era, and are supposed to



Part of one chapter of the "Book of the Dead."
Written about four thousand years ago.

have practiced a rude method of printing from blocks in the first century A. D. This is only a conjecture, but we know that in the year A. D. 950 Tong-tao printed a series of books from engraved wood blocks, the impression being taken by rubbing the back of a sheet of tissue-paper which had been placed on an inked block. It was not until the latter part of the fourteenth century that printing was done in a similar manner in Europe, and whether it was introduced from China has never been ascertained.

To Pi-Shing, a Chinese blacksmith, is credited the invention of movable type (A. D. 1041). Out of porcelain clay he molded or cut little oblong cubes, and on these carved the Chinese characters that were the most frequently used. To hold the types together he forced them

between parallel wires which had been fixed in a frame and placed on a bed-plate of wax, lime and resin poured on an iron slab. This composition was then heated until it became soft and the types were planed down to a uniform height, after which the composition was allowed to cool and the form was then ready for printing. This method never developed to such an extent as to supersede block printing.

In Europe the first evidence of a method of printing with ink is in the brass stamps found in the ruins of ancient Rome. These stamps are engraved in reverse, and with a rough counter or field that would preclude the possibility of their being used for stamping in wax.

It would seem that at that time great progress had been made toward practical printing, but the ancients lacked the proper materials for this work. Their ink was unsuitable, and simple as it may seem, the lack of the proper ingredients to produce printing-ink was one of the most potent factors in delaying the progress of the art. Then, too, it was not until the fifteenth century that a proper quality of paper was produced. The papyrus that they wrote or lettered on, a kind of paper made from strips of the pith of papyrus plants pressed together (imported from Egypt), was brittle and unsuitable for folding and binding, and vellum was extremely expensive as well as having a poor printing surface. We are told that the skins of three hundred sheep, from which vellum is produced, were used in every copy of the first printed Bible.

Then it is doubtful if printing would have been extensively practiced even though the necessary materials were to be had. Books lettered on papyrus were in abundance and being produced faster than they could be sold — professional scribes were numerous and papyrus was cheap.

During the period of the "dark ages," which lasted from the fifth to the fifteenth century, ignorance and superstition prevailed among the rich and poor throughout all Europe. War was the word, not knowledge. At the close of this period people began to take an interest in science, religion, art and craftsmanship. They demanded more books and pictures, and printing from engraved wood blocks was the solution to this demand which necessitated a method of reproduction more rapid than the written way. Color was put into these prints either by being painted in free-hand or with the aid of stencils.

(To be continued.)

* * *

Results of "Criticism" Contest.

In THE INLAND PRINTER for December we reproduced a poorly arranged business-card and offered a prize to the apprentice sending in the best-written criticism of that job. The returns were more than satisfactory, both in numbers and the quality of the criticisms, and it is our intention to conduct other contests of this nature from time to time. They will, perhaps, tend to make apprentice participants more analytical of typographical display and more anxious to reason out the "why" of things.

After carefully reading over all the criticisms we have concluded that the prize should be awarded to Frank J. Ward, of Baltimore, Maryland. The following is his criticism, and to aid the reader to a better understanding of the suggestions, the original design is shown.

"This card does not bear out the assumption that a business-card will be acceptable so long as its typographical treatment is simple. We do not find here the often objectionable panels, or any inappropriate ornamentation, yet the card is hardly presentable.

"Probably the first thing that calls for attention is the difference in the margins at the top, bottom and sides. There are occasions when we may place a group of type on a page and add to its attractiveness by showing a contrast in the margins that surround it, but in such cases the greatest margin should be at the bottom — the principles of balance and proportion being considered. However, there is not enough difference in the margins around this

RESTAURANT AND SHORT ORDER HOUSE

HEADQUARTERS FOR COMMERCIAL MEN

SAMPLE-ROOM IN CONNECTION

THE JUNCTION CITY HOTEL

GEORGE HESSELMAN, PROPRIETOR

JUNCTION CITY, KANSAS

"What's the matter with the job?"

HEADQUARTERS FOR COMMERCIAL MEN SAMPLE ROOM IN CONNECTION

THE JUNCTION CITY HOTEL

GEORGE HESSELMAN, PROP

RESTAURANT AND SHORT ORDER HOUSE

JUNCTION CITY KANSAS

Resetting of "What's-the-matter-with-the-job?" business card. Submitted by Reinhard Voelker.

card to show a pleasing inequality, and the greatest margin is on the sides instead of being at the bottom.

"I note that 'Restaurant and Short Order House' seems to dominate, and would, therefore, place it directly under 'The Junction City Hotel,' thus giving more prominence to the name of the concern. The stair-step arrangement of 'headquarters for commercial men' and 'sample-room in connection' seems to detract from the legibility of these two lines and throws the eye out of its actual course. There is an unusual amount of space between the words 'The Junction City Hotel,' in view of the use of a condensed letter, which most naturally calls for close spacing. The word 'proprietor' is as large as the proprietor's name. The general custom is to set a title slightly smaller than a name, in order to make a distinction between the two. There is an unsightly gap between 'Junction City' and 'Kansas.' A city and its State certainly belong to each other, and why they are so separated, as we find them here, is hard to imagine.

"The lack of balance is apparent. Instead of the words being arranged in two or three groups, one compensating the other and directing attention toward the most important, each line stands by itself. The amount of space between the lines being almost equal gives the card as a whole a straggling, scattered and spotted appearance. I further note that the longest line is below the center of the card, and would avoid this, because a printed design should appear to the eye as a suspended form rather than

a form on a foundation. In other words, we read from top to bottom, and if we have the longest line at the bottom, it seems to suggest that we read from the bottom to the top.

"Really the only commendable thing about the card is the fact that but one series of type is used throughout. However, this type is hardly suitable for a business card, and is most too condensed to harmonize in shape with the oblong form of the card. (If the rule around the card is intended for a border, it is too light in tone for the weight of the type, but I judge that it is to show the size.)"

A very pleasing resetting of this card was submitted by Reinhard Voelker, of Williamsport, Pennsylvania. One could hardly wish for a neater, more harmonious or better-balanced design. It is reproduced herewith.

The names of all the contestants are as follows: J. E. Thompson, Junction City, Kan.; Samuel Davidson, Malden, Mass.; Arthur L. Palmer, Indianapolis, Ind.; P. G. Williams, Edmonton, Alta., Can.; Lawrence F. Carlin, Philadelphia, Pa.; Frank J. Ward, Baltimore, Md.; "Bill" Bailey, Centre Hall, Pa.; Philip Corrin, Los Angeles, Cal.; Reinhard Voelker, Williamsport, Pa.; David Steuerman, Brooklyn, N. Y.; Edgar Hartongue, Baltimore, Md.; Henry M. Woods, Winkelman, Ariz.; Oliver J. Moore, Washington, D. C.; Jesse C. Hicks, Waco, Tex.; J. Glenn Holman, Findlay, Ohio; John De Maagd, Grand Rapids, Mich.; John Shultis, Troy, N. Y.; N. L. Everson, Buffalo, N. Y.; John M. Reed, Santa Ana, Cal.; Earl J. Myers, Fostoria, Ohio; Louis J. Place, Hornell, N. Y.; J. Charles Gardella, New York; Clinton Jones, Minneapolis, Minn.; Grace Ludtke, Markesan, Wis.; Charles A. Roe, Campbellford, Ont., Can.

* * *

A Junior Union in Philadelphia.

Philadelphia Typographical Union No. 2 has recently organized a "junior union," with the object of increasing the efficiency of its registered apprentices and to give them a knowledge of parliamentary practice and public address.

An Apprentices' Committee of four was first appointed by No. 2, and was instructed to send to every registered apprentice a typewritten letter outlining a plan of organization and stating the necessity for and value of technical knowledge additional to that obtained in every-day work. Fifteen young men responded to these letters.

In a short time this membership was doubled, and at the second meeting officers were chosen, by-laws formed and lectures arranged for. To increase the value of these lectures by giving an opportunity for graphic explanations a blackboard was purchased.

Considerable musical ability having been discovered among the boys, it is their intention to have a minstrel show and dance early in 1913, under the auspices of the Apprentices' Committee of No. 2.

A job-setting contest has also been arranged, and the prize to the winner will be a year's subscription to THE INLAND PRINTER, secured from the parent union.

* * *

Results of the Denver Apprentices Contest.

The results of the regular monthly contest held for apprentice members of Denver, Colorado, Typographical Union, No. 49, were as follows:

First Place — Frank Lindquist, with the Smith-Brooks Printing Company.

Second Place — F. L. McCarthy, with the Eastwood-Kirchner Printing Company.

Third Place — Norman P. Geyer, with the Smith-Brooks Printing Company.

The first and third place entries are reproduced herewith and are good studies of neat and artistic typography.



FRANK LINDQUIST,
First place.



NORMAN P. GEYER,
Third place.

* * *

Certificate of Excellence.

As announced last month THE INLAND PRINTER will each month give "Certificates of Excellence" to apprentices submitting the best typographical specimens. These



Reproduction of a "Certificate of Excellence."

beautiful certificates are 5 by 8 inches in size, printed in black, red and gold on Japan paper. The winner's name and the month of issue will be hand-lettered in each one. A blank certificate is reproduced herewith.

BUYING AND SELLING WORDS.

Suppose an advertisement contains one thousand words and the rate for printing that advertisement costs one thousand dollars, each word in that ad. costs a dollar. Now if every word you are going to use is to cost you a dollar you will do very careful selecting to get the very best word you can buy for a dollar. Sure thing. Look for the big prize offer of the Century Dictionary, Encyclopedia and Atlas in this number.

Printorial Verse

A STRANGE TALE.

BY W. LEWIS BAKER.

I had a lovely suit of gray
Which, to my work, I wore one day;
But, circumstance
Destined a mutton-headed gink
To place a big, black, daub of ink
On my gray pants.

Whene'er again those pants I'd wear
The public at that spot would stare
With steady glance.
So, to avoid embarrassment,
Out to the greedy ragman went
My old gray pants.

Soon from the ragman they were bought;
Then to the pulp-mills quickly brought —
(A strange romance!)
And there, 'midst grinding noise and strife,
Was given a new lease of life
To my gray pants.

For into paper they were made,
Of extra quality and grade;
(What strange advance!)
The stock, without flaw or splinter,
Went into THE INLAND PRINTER —
From my old pants!

No doubt you at this tale will jeer
And say, with overbearing sneer:
"The law of chance."
Yet, as this page I gaze upon,
I find my rhyme is written on —
My old gray pants!

MAUDE MULLER.

BY HARVEY CAMPBELL.

Maude Muller, one day, grim and bleak
Was feeding the press at six a week,
When the Judge came by and slipped her a wink
And she slipped a sheet, and smeared the ink.
When the job was off, and the books were bound
The customer glanced through the lot and found
The one that had slipped, so he sent 'em back
And Maude, poor girl, was given the sacque.

* * * * * * *

So now, when the Judge comes hiking by,
Maude watches her job with her extra eye.

Maude Muller, feeding her Gordon press
Was all lit up in her brightest dress,
When the Judge drove up in his machine
And said, "Hey, fellers! pipe the Queen."
He walked right up with a greeting warm
And said, "Gee, Maude, you've got some form!"
Spoke Maude as she fed in the twilight's gloom,
"It was made up in the composing-room."

* * * * * * *

Maude said to herself when the time was ripe,
"He thinks I'm one of the bold-faced type."

THE PRESSMAN'S APPEAL.

BY W. J. LAMBERT.

Show me the man that's to blame for this, if you can,
The man who's knocked, and jeered, and cursed — the pressman.
Don't think he's heartless and has no care,
For trouble is his lot, when you think things are fair.
He is blamed for the bum-looking sheet you get,
When the machine doesn't run fast, why he is blamed for it.
There is the ink that's working bum because the temperature is bad,
The rollers are hard and he needs a new pad.
Please stop and consider, don't curse the pressman,
He's a hard-working fellow, not one to be damned.
Approach him some morning when he's feeling blue,
And say, "Come, old fellow, I want to talk to you."
Then put him on the same basis as the rest of the help,
And give him the conditions and a brand-new felt;
Fix up his machine and put it in shape,
And don't call him down if he happens to be late.
You'll find him a man, way down to the core,
And you'll get a good sheet if you haven't before;
He has got a big heart and he means to do right,
All he wants is a little help, and, believe me, he'll win the fight.

THE GARDENER AND THE ROSE.

BY B. BRISTOW OWSLEY,

Author of "The Island of Sweet Sixteen," the song hit of Victor Herbert's Musical Play, "When Sweet Sixteen."

A rose came forth 'neath a summer sky,
In a garden all so fair,
And the other flowers wondered why
The rose had blossomed there.
"What brings her here?" they all acclaimed,
"Within our lowly sphere;
"A rose like her should feel ashamed,
"To ever blossom here."

A man came forth 'neath a summer sky,
In a garden all so fair,
And dropped his hoe with a plaintive sigh,
That told of a heart's despair.
It seemed his weary hours of toil
Were spent with hope in vain;
He only gleaned from precious soil
The tyranny of pain.

New hope came forth 'neath a summer sky,
In a garden all so fair,
For the master found the rose near by
Where he stood in deep despair.
It gave him faith in things he'd done —
This rose with stately air —
And he found his work was just begun
In gardens all but fair.

A man came forth 'neath a summer sky,
In a garden wondrous fair,
And he stooped to kiss a rose near by
Where he'd stood in deep despair;
And all the other flowers agreed,
Who felt his tender care,
That it was God who had decreed
The fair rose blossom there.

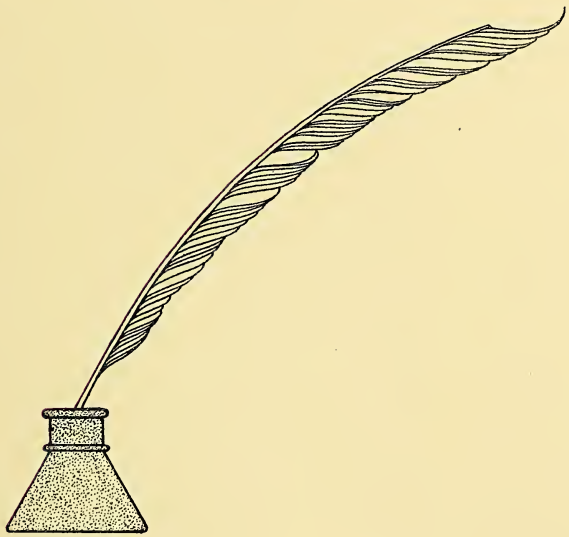
LIFE.

BY A. H. M.

What mighty power controls the worlds
And holds the awful laws
That govern the Universe?
What Incalculable Cause?
I do not know — but this I know,
It made me — here am I
One of and in and through it all.
Shall I be said to die?
Around I see Beneficence
Repair, renew, restore —
An atom I, yet Force also
To live forevermore.

Letter-heads

On the following pages are shown a few suggestions for letter-head arrangements



JOHN STANHOPE, President GEORGE FREDERICK, Treasurer FRANK DOODLEY, Manager

JACKSONVILLE DECORATING COMPANY

Interior Decorating ✦ Painting ✦ Calcimining ✦ Paper Hanging

JACKSONVILLE, PA., 191

THE APOLLO MUSICAL ASSOCIATION

AN ASSOCIATION OF MUSIC-LOVERS



Twenty-Six Thirty Wells Avenue
Cincinnati, Ohio

The Donnellson Printshop



CATALOG, BOOK & JOB WORK
BOOKBINDING .·. ENGRAVING



498 INDIANA STREET, DONNELLSON, TEXAS

The Donnellson Printshop

PRINTERS, BINDERS, ENGRAVERS

498 INDIANA STREET, DONNELLSON, TEXAS

BERKSHIRE ART GLASS WINDOWS COMPANY ∴ MANUFACTURERS AND IMPORTERS OF ARTISTIC STAINED GLASS WINDOWS ∴ EXHIBITION & SALES ROOM, SIX ELMER AVENUE

WILLIAMTOWN, MO. []

BROWN ELECTRICAL SUPPLIES COMPANY

JOHN D. BROWN, *President* FRED D. BROWN, *Vice-President* GEORGE STILLSON, *Secretary* EDWIN F. BROWN, *Treasurer*

EVERYTHING ELECTRICAL FOR BUILDERS AND MERCHANTS

Brownville, Ohio,

BROWN ELECTRICAL
SUPPLIES COMPANY

EVERYTHING ELECTRICAL

BROWNVILLE, OHIO

The Inland Printer
632 Sherman Street
Chicago

The Inland Printer
632 Sherman Street
Chicago

Pianos

THOMPSON & CORRIGAN
MUSIC DEALERS

TALKING MACHINES PIPE ORGANS

445 SOUTH FRANKLIN STREET

DULUTH, MINN. []

JOB COMPOSITION

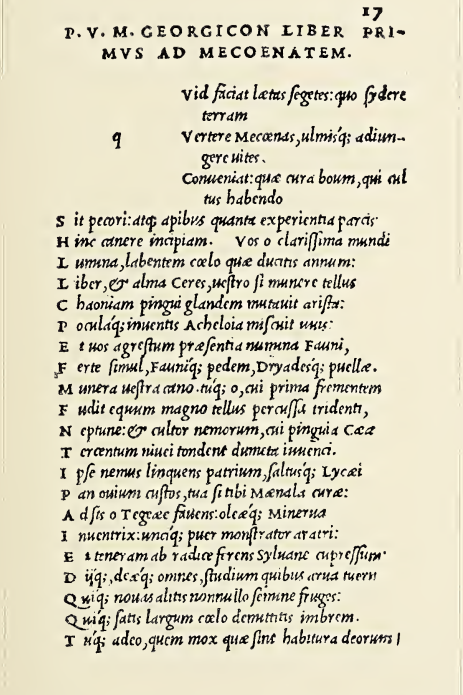
BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

"Why do printers sometimes place roman capitals at the beginning of lines set in lower-case italic?"

Because of the present popularity of a certain style of typography in which the above-mentioned peculiarity occurs, this question is frequently asked.

When Aldus Manutius introduced the slanting style of type known as italic, and so named in honor of Italy, only the lower-case was made, and it was some time before the capitals to harmonize were produced. In the meantime the roman capitals were used with the italic lower-case, and it is because of the precedent established at that time that this fashion has gained its present popularity. In Fig. 1 is shown a reproduction of the first page printed in italic type. It was printed by Aldus at Venice, in 1514, and illustrates the manner in which the roman capitals and italic lower-case were combined. It also shows the peculiar custom, prevalent at that time, of placing a space after the capital at the beginning of each line.



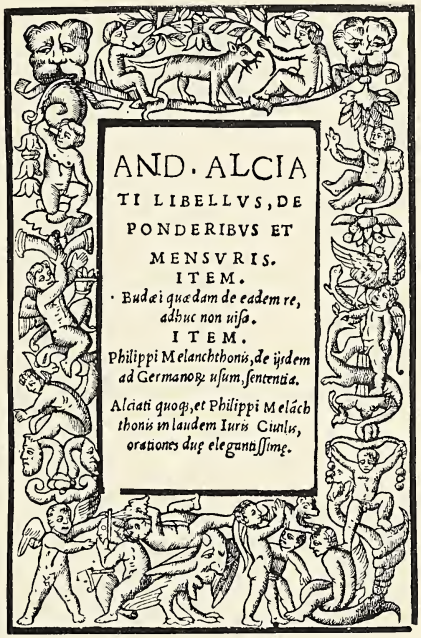
17

P. V. M. GEORGICON LIBER PRI-
MVS AD MECOENATEM.

Vid faciat lætus segetes: quo sydere terram
q Vertere Mecœnas, ulmisq; adiungere vites,
Conveniat: quæ cura boum, qui cultus habendo
S it pecori: atq; apibus quanta experientia parcis:
H inc canere incipiam. Vos o clarissima mundi
L umina, labentem cœlo quæ ducitis annum:
L iber, & alma Ceres, vestro si munere tellus
C haoniam pingui glandem mutavit arista:
P occula quæ inventis Acheloia miscuit unis:
E t vos agrestum præsentia numina Fauni,
F erte simul, Faunique pedem, Dryadesq; puellæ.
M unera vestra cano. tuq; o, cui prima frementem
F udit equum magno tellus percussa tridenti,
N eptune: & cultor nemorum, cui pinguia Cææ
T crentum nivei tondent dumeta iuvenci.
I pse nemus linquens patrium, saltusq; Lycæi
P an ovium custos, tua si tibi Mænala curæ:
A dsis o Tegeæe favens: oleaq; Minerva
I nventrix: unci q; puer monstrator aratri:
E t teneram ab radice ferens Sylvane cupressum:
D iiq; deæq; omnes, studium quibus arva tuerni
Q uiq; novas alitis nonnullo semine fruges:
Q uiq; satis largum cœlo demittitis imbrem.
T uq; adeo, quem mox quæ sint habitura deorum

Fig. 1.—An illustration of the manner in which roman capitals were combined with italic lower-case in the early printing at Venice. The italic capitals were introduced at a later period.

In Fig. 2 is shown a reduced facsimile of a title-page printed by Melchior Sessa at Venice in 1532. In this



AND. ALCIA
TI LIBELLVS, DE
PONDERIBVS ET
MENSVRIS.
ITEM.
Budæi quædam de eadem re, adhuc non uisa.
ITEM.
Philippi Melanchthonis, de ijrdem ad Germanos usum, sententia.
Alciati quoq;, et Philippi Melánchthonis in laudem Iuris Ciuilis, orationes duæ elegantissimæ.

Fig. 2.—Another example of the use of roman capitals with italic lower-case.

page the combination of roman capitals and italic lowercase is a prominent feature.

Like many other of the peculiarities of the early printers, this combination of italic and roman letters has found its way into modern typographical design, and we frequently see it used. It has no special significance in modern printing, and like some other peculiar features of present-day design, is merely the employment for the sake of variety of means which were used by the early printers as makeshifts.

"Always put a border around your cover-page designs. The border not only gives the strength necessary to a cover-page, but it serves to hold the design together."

While the advice here given does not necessarily apply to every cover arrangement, it is safe to say that in nearly every case it is advisable — so much so, in fact, that it may almost be laid down as a rule to be carefully followed.

To the job compositor, the cover-page suggests the catalogue or booklet cover, printed on a paper stock, and as we naturally use for cover-stock a paper which is stronger and more durable than that used for the balance of the job, so should the design printed upon it be of such nature that it will suggest the strength demanded in a cover.

And the border around the design will go far toward adding this strength and stability to the page.

As an illustration of the desirability of a border on a cover-page design, both for its value in adding color and

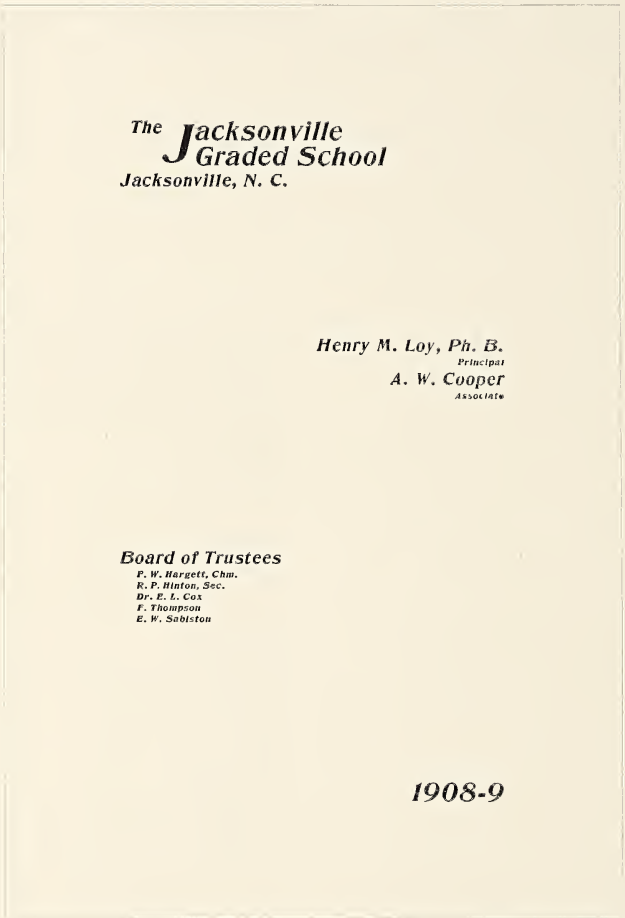


Fig. 3.— It is desirable that a cover-page should have a border, especially where the design is composed of a number of groups. It is also desirable that all the groups be centered. Compare with Fig. 4.

strength and in holding the design together, a comparison of the pages shown in Figs. 3 and 4 will prove interesting. In the former, the absence of a definite boundary line to the type-design, especially in view of the fact that the groups or forces of attraction are placed in irregular positions, results in a page which is not only lacking in strength but has the appearance of being composed of unrelated arrangement. To make such an assertion would be folly in view of the fact that it can and has been successfully done. The best designs, however, are those which are centered on the page, and this being the case it is obviously a waste of time and energy to experiment with other forms merely for the sake of a doubtful originality.

There are several points to be considered in the successful use of borders. In the first place, the border, in order to be pleasing to the eye, should harmonize with the type both in tone and shape. If the type is strong and bold, a strong border is desirable, while with a light-faced type a light border should be used. The border must be neither too light nor too dark, but of approximately the same color. The cover-page design shown in Fig. 4 is subject to a slight criticism in this respect, the squares in the

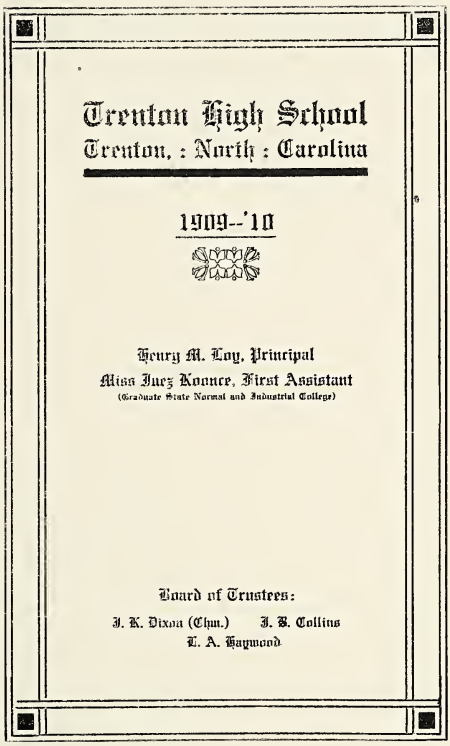


FIG. 4.—The border holds the page together, and the centering of the groups gives a symmetrical arrangement not found in Fig. 3.

spots. In Fig. 4 the border furnishes the desired boundary line, and the page is held together in a more satisfactory manner.

Then, too, the symmetrical arrangement of the latter design gives a page which is much more pleasing, even without the border.

This does not mean that it is impossible to produce a pleasing cover-design with any other than a symmetrical

corners being perhaps a trifle too strong for the best results. If they were slightly weaker in tone their force of attraction would be correspondingly diminished and the text would appear to stand out stronger by comparison.

Neither should the border be of such nature as to attract the attention from the text. In framing a picture we do not select a frame which is so attractive that on looking at it one exclaims "What a handsome frame!" and forgets all about the picture itself. Neither should the printer, in setting a cover-page, use a border which will overshadow the text.

Perhaps the most successful designer of what might be termed typographic covers — covers composed of type, decoration and lettering, but without pictorial illustrations — is F. W. Goudy. Mr. Goudy's covers have furnished inspiration to countless printers and designers, and are invariably of a high standard of excellence. I do not remember having seen one of Mr. Goudy's covers which was not surrounded by a border of some kind, nor one of his covers which was not symmetrically arranged with all the lines balanced upon a central axis.

A GRAPHIC-ARTS EXPOSITION AT LEIPSIC.

An international exhibition for the book industry and the graphic arts, including photography, will be held under the auspices of the Deutscher Buchgewerbeverein, at Leipsic, from May to October, 1914, for the purpose of celebrating the one hundred and fiftieth anniversary of the Royal Academy for the Graphic Arts and the Book Industry at Leipsic. This great enterprise meets with hearty encouragement from the Government, the State of Saxony and the city of Leipsic, and it may be regarded as on a sound financial footing from the fact that the State of Saxony has granted 200,000 marks, and the city of Leipsic another 200,000 marks as their contribution toward the guaranty fund. In addition, the local administration has placed a large plot of land, having an area of some four hundred thousand square meters, at the disposal of the exhibition management, free of cost. Among industrial book circles some 600,000 marks have, so far, been subscribed toward the guaranty fund, and a sum equally large may yet be expected.

The exhibition desires to bring about a friendly competition in the graphic arts and book industry among all civilized nations. It is designed to demonstrate industrial book production in its profound influence on the general education of the people, and in its connection with all branches of culture, also to show what a prominent position the graphic arts and industries occupy in the life of nations.

The provisional plan of the exhibition provides for the following sixteen groups: (1) Free Graphic Arts, (2) Applied Graphic Arts, (3) Instruction in the Industries of the Book Trade, (4) Paper Manufacture, (5) The Working-up of Paper, (6) Manufacture of Colors, (7) Photography, (8) Technics of Reproduction, (9) Letter-cutting, Typefounding and Allied Trades, Stereotypy and Electrotypy, (10) Printing Processes, (11) Bookbinding, (12) Publishing, Retail and Commission Book-trading, (13) Newspaperdom and Intelligence Department, Methods of Advertising and Canvassing, (14) Library Business, Bibliography, Bibliophilism and Collections, (15) Machinery, Apparatus, Materials and Implements for the Entire Printing Industry, (16) Measures for the Protection and Benefit of the Work-people.

These groups have been subdivided into about sixty-three classes. Each group is to be introduced by a historical and a technical instructive department, whereby laymen will also be stimulated and encouraged. The development and the position in the history of civilization of the various branches of the book industry will be clearly demonstrated, and the technical stages of each process will be shown in a way suited to general intelligibility. An ethnographic section will be devoted to the products of primitive peoples. Workshops in going order, models and apparatus for demonstrating purposes, and kinematographic performances are to stimulate the interest of experts and the general public in equal degree, just as the exhibition in its entirety is not intended to be a lifeless conglomeration of inanimate objects, but is meant to represent a living organism. The publications of booksellers and music-publishers will be brought directly to the notice of the public through the medium of libraries and reading-rooms, through lectures, public readings, recitations and concert recitals, and even the inevitable "Pleasure and Recreation Section" will be under the banner of the "Black Art." One group, "Woman in the Book Industry," for which a ladies' committee will be formed, will be sure to attract special interest. So far as possible the articles exhibited are to be for immediate sale, whereby the interests of exhibitor and visitor are equally served. A lottery of the exhibits is also to be arranged.

It has been decided that congresses and meetings of learned societies and associations connected with the book industry, of librarians and bibliophiles, collectors and lovers of the fine arts, of photographers, stenographers, authors and journalists, etc., shall form part of the exhibition.

Numerous inquiries and applications already received prove the strong interest evinced by authoritative trade circles, at home and abroad, in this exhibition. The undertaking has received the strongest encouragement from the Permanent Committee for Exhibition Matters in connection with German Industries, and the Imperial German Government has stated its willingness to draw the favorable attention of foreign governments to the enterprise in order to induce the interested circles, in all civilized countries, to participate in the same.

Thus, it is hoped, the exhibition may become an important event for the entire book industry, and the artistic and literary world, for there is hardly any field of intellectual activity which is not in some way connected with the graphic arts and industries. And it may be firmly maintained that participation in and visiting the exhibition will be an imperative necessity for every one who desires to hold his position in the world in one of the industrial domains concerned.

The offices of the International Exhibition for the Book Industry and the Graphic Arts, Leipsic, 1914, are located at the Deutsches Buchgewerbehaus, Leipsic, where fuller particulars, in English as well as in German, may be readily obtained at any time.

ONE AND INSEPARABLE.

Woman has always been man's companion, ready to share his exile, espouse his cause, and buckle his armor.— *Miss Ellen Glasgow.*

"And man," we hear about a million voices answer, "has always been, and still is, woman's companion, ready to share anything she has, to espouse her personally, and hook her up the back." — *Harper's Weekly.*

A SHORT TON.

Born, to Mr. and Mrs. Mike Ton, a ten pound boy on Monday, December 9.— *Riceville (Iowa) Recorder.*

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

A BOOK-MARK from B. R. Bowman, of Riverside, California, is unique in design and very carefully worked out.

SPECIMENS from R. J. McAnally, Omaha, Nebraska, include examples of various kinds of commercial work, all gotten up in most excellent style.

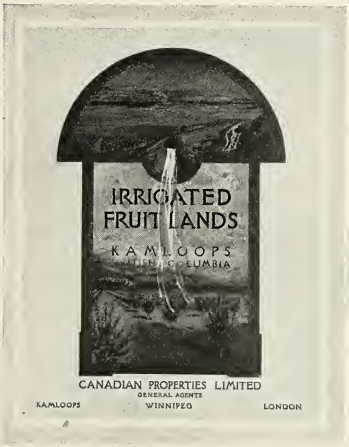
HUGH BURNETT, Pawhuska, Oklahoma.— Both the letter-head and greeting are especially good, and we find nothing to criticize in either of them.

PORT ARTHUR PRINTING COMPANY, Port Arthur, Texas.— There is too much space between words in the main line of your letter-head. The other work is very satisfactory.

IN Winona, Minnesota, the Jones & Kroeger Company publish an attractive house organ called *Graphigrams*. It is exceptionally well gotten up and is nicely illustrated.

R. C. WILLIAMSON, Des Moines, Iowa.— The cover-page design is especially pleasing, and we would compliment you upon the excellence of both design and color arrangement.

WE show herewith a reproduction of the cover of a handsome booklet produced by the Cattanach Advertising Agency, Limited, of Winnipeg,



Cover of an elaborate booklet by the Cattanach Advertising Agency, Ltd., of Winnipeg.

Canada. The original is printed in several colors and gold and is a very attractive piece of work.

SPECIMENS of commercial typography from John R. Galyon, Chattanooga, Tennessee, are excellent, both as to design and color combinations. We find nothing to criticize in any of them.

THE December number of *Profitable Talks on Printing*, the house organ of the Hoeflich Printing House, Philadelphia, is nicely gotten up, and, in addition to the usual interesting text matter, contains a number of actual specimens of work, printed and embossed in colors, and tipped in the book.

FROM H. W. Leggett, Ottawa, Ontario, we have received a package of exceptionally high-class commercial printing. The designs are all carefully worked out, simple arrangements predominating.

AMONG the attractive specimens received from J. L. Frazier, of Lawrence, Kansas, perhaps the most interesting is the cover of a menu, a reproduction of which we show herewith. The original is printed in



An attractive design by J. L. Frazier, of Lawrence, Kansas.

black and yellow-orange on cream antique paper, the type being in black, with the rules and decoration in color. Although the design is an exceptionally simple one, the effect as a whole is unusually pleasing.

A COPY of *Christmas Bells*, an annual issued by Gray & Goodland, St. Johns, Newfoundland, has been received by this department. It is very nicely gotten up, the inserts being especially good.

FROM W. Arthur Cole, Philadelphia, Pennsylvania, we have received a copy of an attractive announcement. It is printed in brown ink on brown stock, with illustrations printed on india tint stock and tipped on.

FROM the Coes Wrench Company, Worcester, Massachusetts, we have received an attractive hanger, lithographed in colors. It is a handsome piece of work, well done, and should prove of exceptional advertising value.

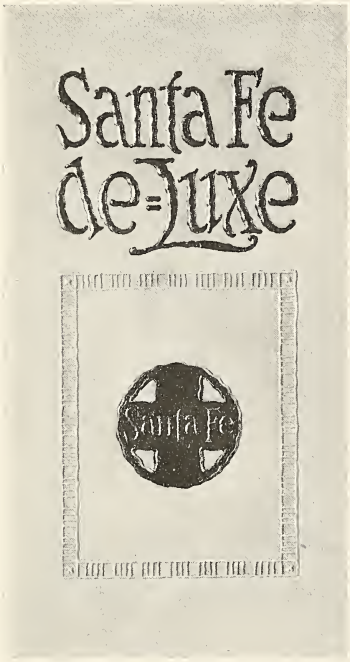
GEORGE W. CLARK, Berea, Kentucky.— The cards are very nicely gotten up, although we would suggest that where black and red are used as a color combination, a smaller percentage of red is desirable. As a general thing from five to twenty per cent of the bright color is all that can be satisfactorily employed in this particular combination. The two



Pages from a handsome booklet by the Kalkhoff Company, New York.

cards printed in gold would have been more satisfactory had you allowed the gold and size to dry more thoroughly before printing the other color over them.

The Woronoco Valley Calumet, published by the Mohican Press, Westfield, Massachusetts, is interesting in its conception, although an indiscriminate use of type-faces in display matter, together with a careless arrangement of margins, leaves much to be desired regarding its typographical appearance.



Cover of a handsome Santa Fe booklet.

THE Express Publishing & Printing Company, Toledo, Ohio, issues an attractive house organ entitled "Impressions." The text is good, and the booklet is well printed, in black and colors, with a number of illustrations.

W. P. BARBEE, Marshfield, Oregon.— The arrangement of the advertisement is exceptionally good. Our only criticism would be that you have not taken care to arrange an equalization of space around the initial letter.

CHARLES ASHCRAFT, Middlebourne, West Virginia.— The manner in which you have gotten up the commercial stationery leaves no opportunity for criticism, and we would compliment you upon the neatness and tasty appearance of the work.

AN exceptionally attractive booklet, printed in colors and issued by the American Type Founders Company, shows some of the possibilities of the Drew series of type in commercial work. The booklet is very pleasingly arranged, and the colors are well chosen.

C. J. COCHRAN, Cordell, Oklahoma.— Both the cover and the card are well arranged, and neither one offers opportunity for criticism, except that perhaps the red used on the card is rather dark and a brighter hue inclining more toward the orange would be more satisfactory.

C. W. HARMONY, Sapulpa, Oklahoma.— Both the greeting and the enclosure are excellent, and we find nothing whatever to criticize in either of them. Both greeting and enclosure contain a large amount of red, but in this particular line of work it is quite satisfactory.

WAGONER PRINTING COMPANY, Galesburg, Illinois.— Both of the calendars are very pleasing, and we would especially compliment you upon the cover-designs. The cover for the Knox College job is very formal and well handled, and the other cover is exceptionally unique in its treatment.

THEO. MOORE, Lodi, California.— The color combination used on the program is quite satisfactory, although, personally, we would prefer a brown inclining a trifle more toward the orange, making it just a little bit brighter and more in contrast with the green which has been used for the rules.

FROM the Pettingell-Andrews Company, Boston, Massachusetts, we have received a copy of a booklet entitled "House Electrical." It is especially well designed and printed, and bound in board covers. The illustrations are both pen-and-ink and half-tone, the latter being very nicely printed.

FROM Carl C. Christophel, of the advertising department of the Santa Fe Railroad, we have received a copy of "Santa Fe de-Luxe," a booklet recently gotten out to further the interests of one of its special winter trains to California. The booklet is handsomely gotten up, the cover, a reproduction of which we show herewith, being embossed in gold on gray stock.

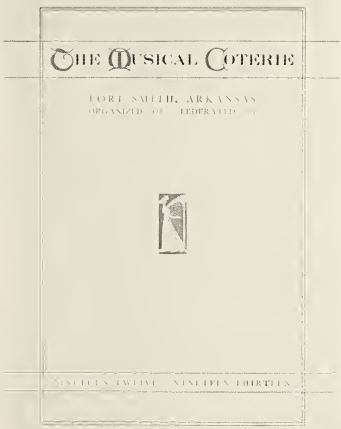
PROOF positive of the ability of the Kalkhoff Company, of New York, to produce the highest grade of printed matter is to be found in its latest booklet of specimens, recently gotten out. In the booklet are shown all classes of typographical design and platemaking and presswork, in black and colors. Some of the designs are printed on the stock originally used, and tipped on. We show herewith reproductions of some of the pages.

From Edward E. Brockman, Portland, Oregon, we have received a package of excellent commercial specimens. Mr. Brockman is a student of the I. T. U. Course in Printing and employs the hand-lettering effectively in his commercial work, as will be noted in the cover of the menu



Hand-lettered cover by Edward E. Brockman, Portland, Oregon.

reproduced herewith. The other specimens are excellent, although in some cases where black and red are used, the red inclines rather too much toward the purple for the best effect.



Attractive design by B. B. Boyd, Fort Smith, Arkansas.

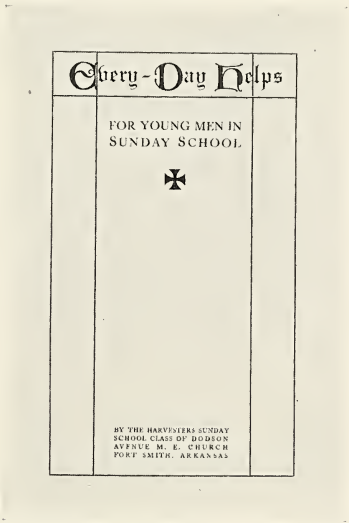
B. B. Boyd, of Fort Smith, Arkansas, sends in a package of specimens of commercial printing, the most noticeable features of which is the excellent use of rules in page designs. The reproductions shown herewith will give an idea of the pleasing manner in which he has employed panel arrangements in his work.

The B. F. Bond Paper Company, Baltimore and Washington, has issued a comprehensive sample-book of papers, embracing flat papers, bond papers, book papers and cover papers, together with a number of other varieties of stock. These are all bound into one book, together with prices, etc., and the whole forms a convenient reference for the buyer of paper.

The E. B. Loveland, Printing Company, Mount Vernon, New York, issues an attractive house organ entitled *Once-in-Awhile*. It is well printed, in two colors on india tint stock, the arrangement being very pleasing. The text is also good, being well written and suggestive in connection with printing.

The Commercial Art Press, of Monmouth, Illinois, has gotten out a very attractive booklet descriptive of its plant. It is nicely printed in colors and is fully illustrated with portraits of the members of the firm as well as views from the different departments. The booklet is an especially commendable piece of work.

The Beck Engraving Company, of Philadelphia and New York, has issued an exceptionally attractive booklet, showing views of its plant,



An interesting panel arrangement by B. B. Boyd, Fort Smith, Arkansas. Original in colors.

together with some unusually higher class specimens of color-printing. The work throughout is of the highest order, both platemaking and printing being all that could be desired.

W. B. Neal, Albany, Georgia.—All of the work is well handled, your specimens printed in orange and gray being especially effective. We note that you have been careful to keep each piece of work in one series of type, as far as possible, and this makes for a complete harmony, which is especially desirable.

The Journal of Engraving, published by the Teachenor-Bortberger Engraving Company, Kansas City, Missouri, contains a large amount of valuable information concerning the different varieties of engravings, their prices, etc. The information is accompanied by numerous illustrations, which add much of interest and value to the work.

C. S. Brydia, Pontiac, Illinois.—The menu is very satisfactorily gotten up, although perhaps if you had run the border and ornament in a slightly weaker tone, the effect would have been more pleasing, as at present the main group of lines on the first page does not stand out prominently enough in contrast with the border and ornament.

We have received from the Blanton Company, St. Louis, Missouri, an exceptionally interesting booklet. It is entitled "The Churn of Progress," and the whole booklet is die-cut in the form of a churn, which is printed on the cover. The design of the inner pages is made to conform with this die-cutting, and it is very satisfactorily handled.

H. S. Guy, Laurel, Mississippi.—The card would have been more satisfactory if you had used a brighter red, thus giving more contrast to the black and green. The purple which you have used for the typematter instead of the border is not a pleasing color in combination with the others used; black or dark green would have been much better.

L. Adler Brothers & Co., Rochester, New York, we have received a copy of "A Book of Men's Fashions." From the cover, which is illustrated in colors by James Montgomery Flagg, to the last page the work is exceptionally well handled, being printed by the offset process. It bears the imprint of the American Lithograph Company, New York.

Commercial specimens from H. Emmet Green, El Dorado, Kansas, show the good taste and careful arrangement which characterize all of

ANNUAL BANQUET
OF THE NEW YORK BOARD OF TRADE
AT THE AUDITORIUM HOTEL
DECEMBER 17, AT 8:30
O'CLOCK
TICKETS TWO
DOLLARS

Annual Banquet of the New York Board of Trade, at the Auditorium Hotel, December seventeenth, at eight-thirty o'clock *Tickets two dollars*

BROWN PRINTING COMPANY
Printers of CATALOGS BOOKLETS · ADVERTISING NOVELTIES
R·B·BROWN·*President*
B·T·HARRISON·*Secretary*
M·J·DEWEY·*Treasurer*
246 WABASH AVENUE
DENVER·COLORADO

Commercial designs by H. Emmet Green, El Dorado, Kansas.

his work. Perhaps the most interesting specimens in this recent package are business cards and tickets, a number of which we reproduce herewith.

Clyde L. Connell, St. Louis, Missouri.— With the exception of the fact that one or two of the specimens are unpleasantly letter-spaced, the work is very satisfactory. The letter-spacing of these specimens tends to fill up the entire space on the job, and we think that a greater proportion of white would be more effective, as it would give the lines an opportunity to stand out better by contrast.

Clayton E. Nogle, Zion City, Ill.— The greeting would be much more pleasing if printed in a darker green and with a considerable less amount of red. If you were to confine the red to the capital letters only, this would be sufficient for work of this character, and the darker green would take away some of the glaring brightness which now characterizes the greeting. The lettering is quite satisfactory.

The Fuhr Printing Works, Williamsburg, Ohio.— The dedication program is very pleasingly gotten up, and we find nothing whatever to criticize in it. As a matter of personal opinion, we would suggest that the upper group on the first page be made three lines instead of four, combining the first two words, as this would give a better shape to the group. We would also suggest the raising of the ornament between the two groups, thus doing away with the equal spaces above and below the ornament and giving a proportion which is secured where the ornament is exactly centered between the two groups.

L. H. Dinsch, New Hampton, Iowa.— With the exception of the fact that you have used too much space between words in the lines set in text letters, the specimens are quite satisfactory. Perhaps it would also be desirable to use a red inclining more toward the orange in contrast with the black, as an orange-red would add a certain brightness to the letter-head which is now lacking in the two-color job.

William H. Trimmer, York, Pennsylvania.— Your specimens are very nicely handled, both as to the design and as to the selection of colors. We would suggest that on some of the covers you center the various groups of type, rather than distribute them in irregular position, as a symmetrical arrangement due to the centering of all the groups and lines is, as a usual thing, more pleasing in typographical design.

Edw. E. Bailey, Centre Hall, Pennsylvania.—All of the specimens are good, and we would compliment you upon the neatness of the arrangements. The borders are very pleasing and harmonize nicely with the type-faces. Personally, we would prefer to see a slightly longer line in the upper group of the "Reformed Appointments" cover, as we feel that the widest line of the page should be at the top rather than at the bottom.

A package of commercial specimens from Earl F. McGinnis, Lewistown, Montana, contains some excellent examples. Among the most satisfactory is a program cover, a reproduction of which we show herewith. This and the other specimens are all well designed, and where color is used, care has been taken to employ effective combinations.

Souvenir

Lewistown Concert Orchestra



"Esse quam videri"

Bijou Theatre Sundays
Season 1912-13

An attractive page by Earl F. McGinnis, Lewistown, Montana.

L. V. Harvey, North Adams, Michigan.— The specimens are all very satisfactory, and we find little in any of them to criticize. We would, however, suggest that on one or two of the note-heads you have used type rather too large, and we think that smaller sizes would be more satisfactory. We note that you have as a general thing confined each specimen to one series of type, thus giving a harmony of shape and tone which is very satisfactory.

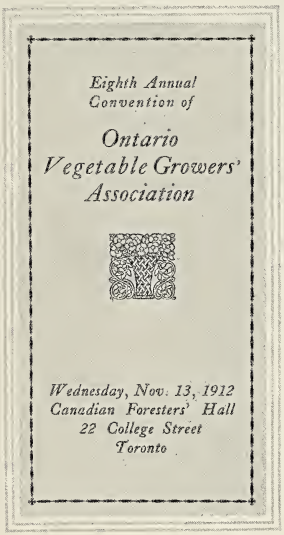
A booklet printed by the Gardner Printing Company, of Cleveland, Ohio, for the Columbia Incandescent Lamp Works of St. Louis, Missouri, is very striking. It is entitled "Suggestions on Store Lighting," and the idea of lighting is carried out in the inner pages by a border of rays printed in a tint. The whole effect is very pleasing, as well as very suggestive of the subject. The cover-design is a half-tone in colors, and is also suggestive and well printed.

L. W. Phillips, Uvalde, Texas.— The letter-head is very striking and we find nothing to criticize in the manner in which it is gotten up. We

would, however, suggest that the Christmas Greeting would be more pleasing if the text in the center panel had been set in a narrower measure, thus giving margins at the sides more nearly equal to those at the top and bottom. We think, also, that inasmuch as this type is rather small, a roman or italic face would have been more readable.

From J. W. Short, of Toronto, Ontario, we have received excellent examples of commercial printing, some of them being from the press of the Brown-Searle Printing Company, where Mr. Short is employed, and others being from the technical schools of Toronto, in the classes of which he is an instructor. All of the specimens are well handled, those from the school indicating an ability on the part of Mr. Short to transfer to the students his own excellent ideas of typographical design.

The package of specimens from E. E. Adams, Toronto, Ontario, contains work which is fully up to the usual high standard of his previous designs. Among the most interesting is the leaflet cover set in italic, a reproduction of which we show herewith.



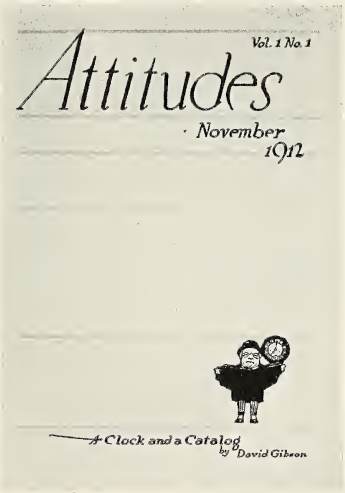
A pleasing design by E. E. Adams, Toronto, Ontario.

Printology, the house organ of the Regan Printing House, Chicago, is one of the most elaborate publications of this character to reach this department. Not only is the text carefully prepared and thoroughly in keeping with the requirements for a work of this nature, but the printing, from the text-matter in one color to the process illustrations, is of the very best. Excellent paper, wide margins and a careful regard for detail in make-up all add to the generally attractive appearance of the work.

James S. Simms, Waterford, New York.— While the pamphlet for the Young Men's Christian Association is in general very pleasingly gotten up, we would suggest that a centering of the groups of type on the first page, giving a more symmetrical appearance to the page, would be an improvement. While it is possible at times to throw the various groups into irregular positions and form a pleasing page, as a usual thing the arrangement which shows all of the lines, or groups of lines, centered on the page is more pleasing to the eye.

W. Corby, Toronto, Ontario.— While the program and menu is quite satisfactory, there are one or two minor points to which we would call your attention. The use of rules at either end of the short line above the cut is not at all pleasing, and it would be better to omit them. Rules used to fill out short lines are rarely satisfactory. We also note a variety of spacing in the lines of the lower group, and would suggest that the "squared-up" effects be avoided in cases where their use makes necessary a noticeable effort in securing lines of even length.

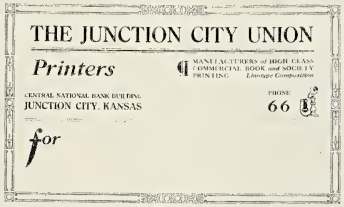
Among the attractive house organs which reach this department *Attitudes*, issued monthly by the Caxton Company, Cleveland, Ohio,



Cover of the house organ of the Caxton Company, Cleveland, Ohio.

stands out prominently. We reproduce herewith the cover of the November number, the original of which is printed in black, orange and green-gray, on buff stock.

The frontispiece in the December issue of *Printing Tips*, the house organ of the H. M. Downs Printing Company, Fitchburg, Massachusetts, is especially interesting. It consists of a half-tone from a photograph of a mechanical subject. One side of the photograph was retouched, the other half being left in its original condition, the object being to illustrate to the reader the importance of retouching photographs when plates are to be made and used for advertising purposes. Accompanying the illustration is an article on the subject of retouching.

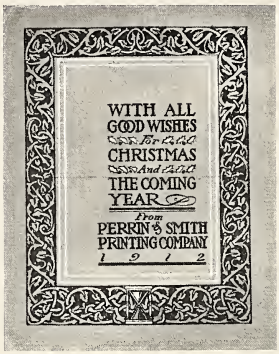


An interesting label arrangement by R. M. Coffelt, Junction City, Kansas.

Among the producers of high-class commercial typography R. M. Coffelt, of Junction City, Kansas, stands high. Simple in design, and with carefully selected type-faces and color combinations, his work is invariably pleasing. Among the most interesting of his recent specimens is a package label, a reproduction of which is shown herewith. The original is in colors.

McMullin & Woelhoff, Burlington, Iowa.— In each of the reset specimens you have made considerable improvement over the original copy, and we think that this should be easily appreciated by your cus-







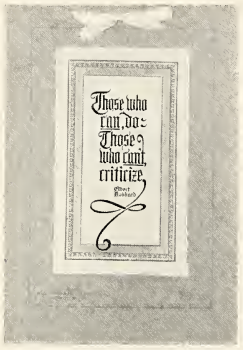
Christmas Greetings from
Ebrett Raymond Currier

Many holiday greetings were received by THE INLAND PRINTER.

tomer. Improvement, however, is less noticeable in the four-page circular than it is in the letter-head designs, due to the fact that on the circular you have used a type which is rather heavy, making it just a trifle bold in tone. The other specimens are all excellent and in keeping with your usual standard. We have no criticisms to offer regarding any of them.

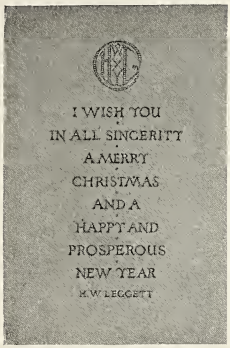
ARTHUR L. PALMER, Indianapolis, Indiana.—In accordance with the idea of placing the heaviest part of a design at or near the top of the page, we would suggest that the lines "First Annual Minstrels" be made larger in order to give more weight above the cut in the center of the page. We think that if you were to place the lines at the bottom of the page, closer together, and with less space between the words, the effect would also be more satisfactory. The text letter which you have used on this page does not admit of wide spacing either between lines or between words.

EACH year sees a steady growth in the custom of observing the holiday season by the exchange of greetings and good wishes. This season THE INLAND PRINTER has been especially well remembered in this respect, and in appreciation this acknowledgment is made. We have reproduced herewith a few of the many cards and folders received, and, while the richness of color is necessarily lost in the reproduction, the designs will indicate the beauty of the work. The greetings came from around the world, being sent by the Barta Press, Boston, Mass.; Edmund G. Gress, Brooklyn, N. Y.; Charles R. Capron, Boston, Mass.; H. Emmet Green, El Dorado, Kan.; H. W. Leggett, Ottawa, Can.; the Alling & Cory Company, Pittsburgh, Pa.; the Trow Press, New York city; W. Arthur Cole, Narberth, Pa.; Perrin & Smith Printing Company, St. Louis, Mo.; the Berkeley Press, Boston, Mass.; Everett Raymond Currier, Philadelphia, Pa.; Walkenhorst & Park Printing Company, Kansas City, Mo.; Taylor, Nash & Taylor, San Francisco, Cal.; F. H. Aldrich, Toledo, Ohio; Aryan Theosophical Press, Point Loma, Cal.; Jo. M. Anderson, Sacramento, Cal.; James H. Birch, Jr., Burlington, N. J.; the *American Journal of Clinical Medicine;* the Ottawa *Free Press;* James Austin Murray, Chicago; W. H. Slater, London, Eng.; John Clyde Oswald, New York city; William Pfaff, New Orleans, La.; the Clover Press, New York city; H. C. Miller, Stratford, Ont.; the Strathmore Press, Toronto, Ont.; Stephenson, Blake & Co., Toronto, Ont.; the Beacon Press, Omaha, Neb.; G. A. MacDonald, Renfrew, Can.; La Fayette Doerty, Findlay, Ohio; the Courier Printing Office, Gibson City, Ill.; the *Evening Bulletin*, Philadelphia, Pa.; Theodore Berger, Chicago, Ill.; Dittman-Steidinger Company, New York city; the Keim

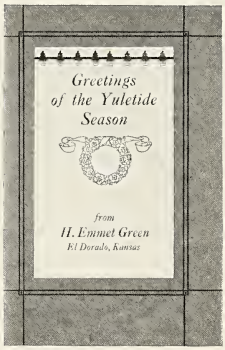






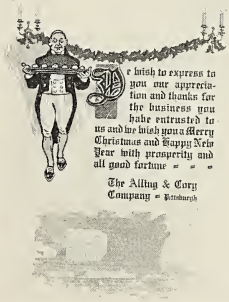




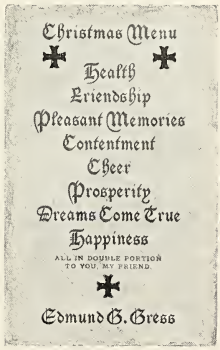


On these pages are shown reproductions of a few of them.

Print Shop, Meadville, Pa.; the International Silver Company, Meriden, Conn.; the Acme Engraving & Printing Company, Asbury Park, N. J.; Tracey Printing Company, Tippecanoe City, Ohio; the Globe Engraving & Electrotype Company, Chicago; Page Printing & Binding Company, Sherbrooke, Quebec; Basson & Timberlake, Johannesburg, South Africa; the Teachenor-Bartberger Engraving Company, Kansas City, Mo.; E. E. Carreras, San Francisco, Cal.; Charles F. Meyers' Print Shop, Ann Arbor, Mich.; Theo Herzer, Hartford, Conn.; O. T. Vinson, Wichita Falls, Tex.; Boston Typographical Union, No. 13; D. T. Buckwalter, Reading, Pa.; E. M. Biggers, Houston, Tex.; C. Roy Dickinson, New York city; E. C. Andrews, Chicago; William H. Pool Printing & Binding Company, Chicago; the Harmon Printing Company, Leavenworth, Kan.; W. E. Jackson, Grenada, Miss.; C. A. Richards, Philadelphia, Pa.; James A. Trent, Knoxville, Tenn.; the Dover Press, Fall River, Mass.; J. A. Richards, Albion, Mich.; C. A. Lyle, Washington, D. C.; J. P. Bell Company, Lynchburg, Va.; P. H. Lorentz, Buckhannon, W. Va.; Winifred Arthur Woodis, New York city; Erie Peterson, Fort Wayne, Ind.; B. F. Harb, Anderson, Ind.; the Switzer Printing Company, Webb City, Mo.; George M. Crawford, Topeka, Kan.; Robert W. Leigh, New Orleans, La.; F. William E. Cullingford, Savannah, Ga.; Robert F. Salade, Philadelphia, Pa.; John C. Hill, Baltimore, Md.; the Blanchard Press, Worcester, Mass.; William B. Crombie, Worcester, Mass.; Gatchel & Manning, Philadelphia, Pa.; John F. Glover, Morgantown, W. Va.; A. T. Gaumer, Indianapolis, Ind.; George R. Grady, Worcester, Mass.; the Morrill Press, Fulton, N. Y.; Walter G. Cramer, Burgettstown, Pa.; Inter-Provincial Master Printers' Association of Alberta and Saskatchewan; Alberta and Eastern British Columbia Press Association; Charles J. Carter, Toronto, Ont.; the Lawrence Press, Inc., New York city; Leon C. Sargent, Manchester, N. H.; W. J. Hartman Company, Chicago; Felix J. Koch, Cincinnati, Ohio; E. B. Loveland & Co., Mount Vernon, N. Y.; W. F. Maloney, Chicago; Howard Van Scriver, Norfolk, Va.; W. R. Hyde, Marietta, Ohio; Edmonton Master Printers' Association; L. O. Griffith, Chicago; William S. McClevey, St. Louis, Mo.; George A. Kinney, Chicago; Chittenden & Frew Company, Chicago; Morris Reiss, New York; Herbert C. May, Houston, Tex.; Eugene L. Graves, Incorporated, Norfolk, Va.; Albert K. Ness, Cheboygan, Mich.; Raynor & Taylor, Detroit, Mich.; Charles Long, Hobart, Holden, Mo.; Lanston Monotype Machine Company, Philadelphia, Pa.; Cook Printing Company, Los Angeles, Cal.; Hugh E. Collins, Paris, Tex.; F. A. Shaw, Brattleboro, Vt.; Fred W. Gage, Battle Creek, Mich.; the Country Print Shop, Catawissa, Pa.; S. M. Weatherly, Philadelphia, Pa.; the Paragon Press,







Montgomery, Ala.; Ralph J. McAnally, Omaha, Neb.; the *American Printer*, New York city; the Thompson Press, Owasso, Mich.; the Carson-Harper Company, Denver, Colo.; F. W. Wadleigh, Denver, Colo.; the McGill-Warner Company, St. Paul, Minn.; the Osage Publishing Company, Pawhuska, Okla.; Henry Fliedner, Galveston, Tex.; Oscar F. Jackson, Lansing, Mich.; the Franklin Company, Chicago; Braid & Hutton, Incorporated, Savannah, Ga.; W. Leakey, Vernon, B. C.; the Onondaga Press, Syracuse, N. Y.; E. T. Wagner, New York city; New York Lubricating Oil Company; C. W. Miller, Rogersville, Tenn.; the Harry B. Judson Company, Washington, D. C.; J. C. Forman, Cleveland, Ohio; J. H. Schroeter & Brother, Atlanta, Ga.; Elmer F. Gleason, Worcester, Mass.; the A. L. Scoville Press, Ogden, Utah; Channing Barnes, Chicago; George L. Alexander, San Francisco, Cal.

THE issuing of yearly calendars continues its deserved popularity, and vast numbers of these reminders are being sent out. Neither pains nor expense is spared in their production, many of them being reproductions in colors of expensive paintings. During the past month this department has received calendars from the Kalkhoff Company, New York; Wild & Stevens, Incorporated, Boston, Mass.; Johnston Harvester Company, Batavia, N. Y.; Stettiner Brothers, New York; the McConnell Printing Company, New York; William Mitchell Printing Company, Greenfield, Ind.; the Henneberry Company, Chicago, Ill.; the Blanchard Press, Worcester, Mass.; the A. B. Doerty Printery, Findlay, Ohio; the Knowles & Holtman Company, Cincinnati, Ohio; Ch. Lorilleux & Co., Paris, France; New York Tassel & Cord Company, New York city; the Engravers & Printers' Machinery Company, New York city.



Sketches by S. J. Kennedy, Chicago.

AS WELL AS "ETAOIN."

The story as told by Mathias himself and his victim, is sensational and while s9gSoMMV shrdlu mfwy fw full of human interest.— *Litchfield News.*

Written for THE INLAND PRINTER.

PRINTER TO ASSIST CUSTOMER IN PREPARING HIS COPY.

BY THOMAS H. DENNIS.

IT would be a paying investment for every printer employing as many as five compositors to put a man on the pay-roll to assist customers in laying out booklets and catalogues, and preparing their advertising matter for publication before it is turned over to the composing-room.

The average customer knows nothing about writing his copy, the selection of type, cover-design, stock or color-scheme. So he gathers up a lot of clippings from various sources and pastes them on a sheet of paper and attempts to fill in with a little dope of his own manufacture, in an attempt to make the matter fit his particular business, without any regard for its typographical appearance or advertising quality. This is figured on by the printer and a satisfactory price made, the job is turned over to the foreman with instructions to "follow copy," and the final result is a very inferior specimen of printing bearing the imprint of a reputable house — a poor advertisement for a concern trying to build up a reputation for high-class work.

Very often a man gets his first job printed by a little, cheap, one-man shop, where quality is an unknown quantity. Then later, when he needs more literature of the same variety and feels that he wants to put on a little more style, just like the man who buys his clothes from the big merchant rather than the little fellow around the corner, he goes to the biggest printer in town for a price on his booklet. Mr. Big Printer makes a price, possibly a third more than the job cost before, but the customer somehow feels that it is worth the difference to have the big man's name on his work, so he gives him the order. A ticket is made out for the job and it is sent to the foreman, who naturally thinks, as it is a reprint, it must have suited the customer before, so he gives instructions to duplicate it as near as possible. So, after all, the only difference in the job is the imprint.

Every purchaser of good printing needs the assistance of such a man to show him where his work could be improved, and in many cases write the subject-matter and put the finishing touches on his job. This would soon educate men to know the difference between good and inferior printing.

A man in this position could also look after the advertising literature of the house and keep it up to such a high standard that it would be a credit to the firm represented. The appearance of a catalogue has as much and the same influence over the prospective customer as the clothes of the salesman calling in person.

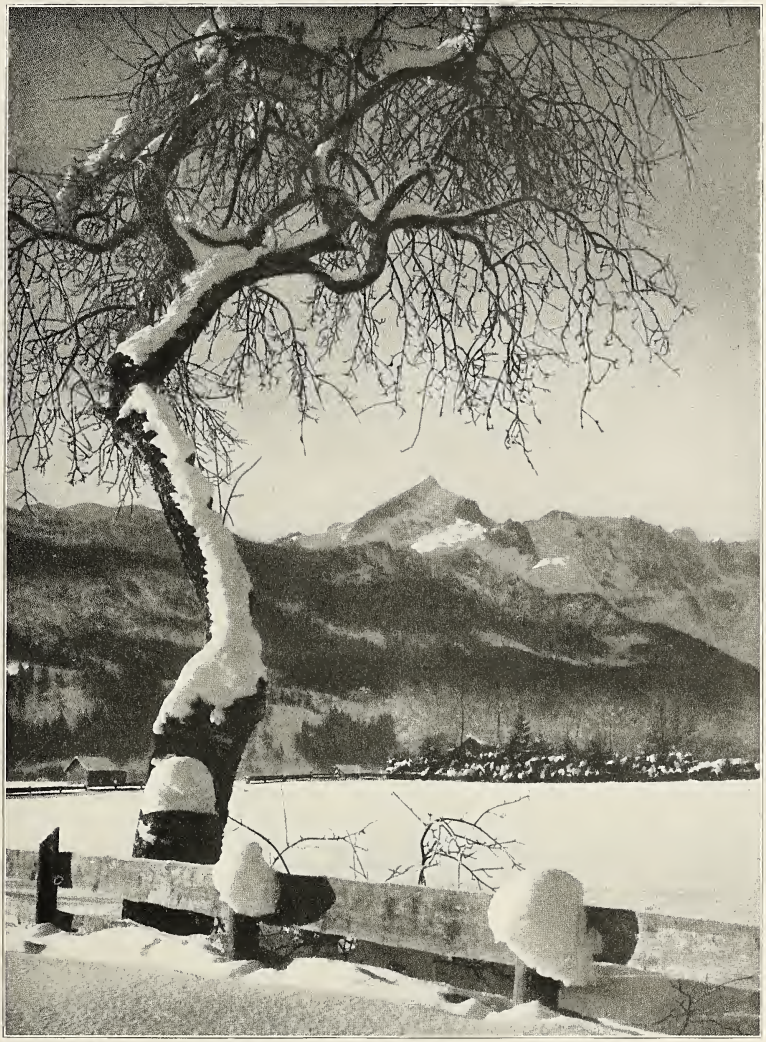
But this is not all.

Think of the time-saving this would mean to the composing-room and proofroom. The customer would have some idea as to how his job would look before it was set up and in nine cases out of ten would O. K. the first proof.

JOURNALISTIC HORROR.

Old Subscriber — You and the editor of that paper down in Lonelyville indulge in a lot of cheap jokes on each other's town.

Editor (of Drearyhurst *Argus*) — Yes, sir; we're going to put a head on them and call them "Interurbanalities." — *C. W. T., Chicago Tribune.*



THE SUMMIT OF THE ALPS AS SEEN FROM GARMISCH.

Reproduced from a half-tone advertisement of Kast & Ehinger, in the *Typographischen Jahrbücher.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Wet Plates or Dry Plates?

A student in the School of Journalism, Notre Dame, Indiana, writes: "In planning a small plant for a newspaper would you recommend the use of dry plates or wet plates for reproduction work, line and half-tone?"

Answer.— When properly handled wet plates are more economical, give greater transparency in the shadows and are quicker to finish. Dry plates are more economical when only occasional engravings are made. Granularity of film and irradiation were the objections to dry plates, but these have been overcome of late. Danger of staining the film and time lost in drying still remain against the dry plate. The facts are these: Should you begin by using dry plates you will not change, while if you begin with wet plates you are liable to continue to use them.

Photographing Window Displays without Reflections.

A manufacturing company in Toledo wants to know how to take photographs of window displays and eliminate the trouble experienced by reflections.

Answer.— Make the photographs at night when the crowds have left the sidewalk and use the electric illumination of the window to light the display. Care must be taken that the lights across the street, back of the camera, are not reflected into the lens. Though the time chosen to make the picture should be when other stores are closed, the lighting of the window is usually sufficient. Should it not be, then it can be helped out with small flashes used judiciously. By all means use orthochromatic or isochromatic plates. The writer's preference is for Cramer's Slow Iso. Besides showing colors in their proper relation of light and shade, these plates are nonhalation as well.

Three-color Inks.

"Reproduction Work with Dry Plates" is a valuable little book of thirty-five pages which Wratten & Wainwright, of Croydon, England, have issued to advertise their Panchromatic plates. In telling of the right shades of inks for three-color proving they have this to say: "The colors of the inks used for the three-color process are of much greater importance than is usually realized, and a judicious selection of inks as correct as possible is the only way to diminish the fine etching, which is inevitable as long as imperfect inks are used, and fine etching forms the most costly part of the preparation of three-color blocks. The yellow ink is generally comparatively satisfactory, but it is not sufficiently realized that the red printing-ink must not be red at all, but a magenta, otherwise the blues will be incorrect; also, as all the full greens in the picture can only be obtained by printing the blue on top of the yellow ink, it follows that the blue ink must contain the green it is desired to get. The blue ink must, in fact, be a blue-green and not any kind of pure blue or violet. If a set of flat-etched three-color blocks be taken and printed in inks such as are only too common, consisting of yellow, scarlet, and a pure blue, and then again in more correct inks, consisting of a yellow, a magenta pink, a blue-green (the last almost to be described as a green) the difference between the two renderings, especially of the much dreaded greens, will at once convince the experimenter of the desirability of paying all possible attention to inks."

Spirit Photography Humbug.

Mrs. M. A. G., Colorado Springs, submits a photograph in which is recorded what she says is the "spirit" of Edwin Booth. She evidently believes it, for she expects it to be noticed here as one of the signs of present-day progress.

The photograph has been passed along to this department for an opinion. Mrs. G—— can be assured in the first place that the "spirit" is not that of Edwin Booth as he was at any time in this life. Secondly, it is not a photograph of the "spirit" of anybody, and lastly there is no such thing as "spirit-photography." It would be easier to make moving pictures of Santa Claus on his way from the North than to photograph "spooks." The way this alleged "spirit-photography" is faked is this: Take any portrait with a dark background and fasten it to a black velvet background. Focus it so that it will be photographed on an upper corner of a dry plate. Give it a slight exposure, then use the same plate to get a picture of a living subject on, also with a black background. When the plate is developed both images appear, the photograph that was copied showing but faintly, and that is all there is to it. This fraud fooled even Horace Greeley when it was first practiced, and to-day there are many cultured people being taken in on it at $10 a negative. Mrs. G—— may believe in spirits, as most of us do, but she should not be hoaxed by the spirit-photography humbug.

Lead Intensifier and Film Cracks.

How many of us have found that after using the handy and cheap lead intensifier the negative films would crack into small sections either on drying or immediately after? *Process Work* has invited opinions as to the cause of this cracking of the film and received many answers from which the following are gathered:

Old collodion is liable to crack and split owing to the lead making the film brittle. Negatives made on glasses without albumen substratum are very liable to crack when intensified with lead, the remedy being to use albumenized glass. Poor quality pyroxylin gives a collodion which cracks readily; or, collodion with an excess of ether is

liable to act as if it was rotten. The remedy is to leave the stopper out of the collodion bottle until some of the ether evaporates, or else add a few drops of pure glycerin to the collodion. Should the collodion be too thin it has not enough body to stand intensification. When the plate is coated with too thick a body of collodion and it is put in the silver bath before the collodion is thoroughly set, it is apt to give a rotten film that will not stand lead intensification. When using lead do not leave the negative in the intensifier longer than is necessary — that is, take it out before the yellow has penetrated through to the back of the film.

Evaporating Dishes Breaking.

R. C. Roach, Easton, Pennsylvania, writes: "It is with much pleasure I write this note of appreciation. Following the suggestions you gave me I am making half-tones as they should be made, though I was never able to accomplish it for any length of time. I would like to ask now how to prevent evaporating dishes from breaking? I have broken two porcelain ones now. They insist upon cracking just about the time the silver solution is about boiled down. Possibly I get them too hot, but thought best to ask you before buying another dish, for they are expensive."

Answer.— It is not the heat that breaks the evaporating dish, but cold drafts of air. I had the same trouble until I had a copper dish made an inch larger all around than the evaporating dish. By putting the porcelain dish inside the copper one and filling in clean sand to a thickness of ¼ or ½ inch between the two dishes the evaporating dish will last for years, until some one puts his foot through it. Another way is to have a strong wire gauze of either iron, brass or copper between the heat and the bottom of the dish. In all cases the evaporating should be done where there is a flue to carry off the fumes but no sudden side drafts.

A Forward Workshop Movement.

The above title is given by the *Process Engravers' Monthly* to an address recently given by D. Greenhill, of London, to the thousand or more printers of Carlisle in the extreme north of England where they have no technical school as yet. Mr. Greenhill told them some interesting things about three-color-block making and printing. One thing he said was that if you mixed equal parts of blue and red inks you would get a purple. Now if you add yellow you naturally think you will lighten the color of the mixture, instead of which you make a black until you add yellow in excess. One good bit of advice he gave was to mount color-plates always on metal bases, for, he said, "wood is always alive until it's dead." And all one need do to prove that is to paste an underlay underneath a wood base, and the moisture absorbed by the wood from the paste will be enough to raise the printing surface to an appreciable extent. The various printers' organizations of this country could profitably adopt this idea of the Carlisle printers. The New York group of the National Associa-



PARLIAMENT BUILDINGS, REGINA, SASKATCHEWAN, ILLUMINATED BY SEARCHLIGHT DURING THE RECENT VISIT OF H.R.H. DUKE OF CONNAUGHT.

Photograph by courtesy of George W. Grose.

tion of Employing Lithographers, at the suggestion of W. F. Powers, of that organization, inaugurated the idea by having a brief practical talk on three-color-block making at the first of their season's dinners. The employing photo-engravers are talking cost systems wherever they meet. The workmen could with advantage to themselves invite speakers to address their meetings on subjects that would be instructive to the craft in general and thus inaugurate "A Forward Workshop Movement" in this country.

The Future of Processwork.

William Gamble, in *Penrose's Pictorial Annual,* most beautifully sums up the state of the process industry as a whole:

There is evidence on every hand that it is becoming a more and more important art-industry which is developing by leaps and bounds, and which is being established on a firmer and more business like basis. A retrospect of it now extends over forty years, but only within the last twenty has it made its most progressive strides, and only in the last decade of this period have its productions won universal recognition and acceptance. It has given the printing trade a new and powerful ally, vastly increasing its scope and usefulness, and the two, working hand in hand, are reinforcing the various movements toward culture and progress. In every form in which knowledge is disseminated illustrations are now a prime factor, and they speak a universal language, intelligible to every branch of the human race. This pictorial education is breaking down the barriers of universal prejudices, helping nations widely apart to understand each other better, and enabling semi-barbarous peoples to realize the resources of civilization which have made some nations great and brought others to decay. To say this is a pictorial age seems now but a hackneyed expression; in the era to come illustrations will be epoch-making. They may be one of the means, and not the least important, that will cause wars to cease, poverty to be mitigated and religion to triumph. All the agencies that have made for human progress and strive for the establishment of ideals are employing illustrations as a means for furthering their aims, and commerce is ever widening its boundaries through the helpfulness of pictorial representation. We are only on the threshold of this art or craft. Its uses are infinite, and every new field for its application widens into new horizons.

Penrose's Pictorial Annual for 1912-13.

Tennant & Ward send a copy of this welcome year-book for review. It is bigger and better than ever. Among its hundreds of exhibits those of rotary photogravure and the offset press show best the progress of the year. One of its valuable features is Mr. Gamble's (the editor's) review of 1912. He writes forcibly of the present and future of the half-tone process and it will profit us all to listen to him. Here are a few of his sentences:

"The perfection attained in the half-tone block, and its almost universal employment, has caused it to become commonplace, and some new method has been called for. Moreover, the necessity of printing on glazed paper, as in the case of half-tone, is offensive to cultured eyes. Unless something can be done to make the half-tone block more adaptable to all classes of printing, we fear it is doomed to remain in its present position, or possibly to suffer from the competition of other processes.

"The direction which this competition will probably take is now fairly evident. In our opinion it is the direction of rotary intaglio printing. We feel now more confident than ever that it is the process to be reckoned with in the immediate future. The process has made a most marvelous stride to the front even in the past year. In place of much experimental work we now have a vast amount of actual and useful accomplishment. Where there was formerly only one firm doing the work successfully there are now half a dozen or more firms in Europe and America executing orders in quite a satisfactory way. By this process fine results can be produced on paper that half-tone can not print upon, and thus perhaps twenty per cent of paper cost can be saved. We have dealt at length with the question of rotary intaglio printing because we consider it is by far the most important process of the present and the immediate future, and the one in which the greatest and most rapid advances have been made during the past year." Tennant & Ward, 103 Park avenue, New York, are the American sales agents, and the price of the book is $3, express prepaid.

Publications Received.

The wonderful *British Journal of Photography Almanac* for 1913 is larger than ever. No attention is given to processwork, and still the most attractive features in it are the half-tones among the advertisements. George Murphy, Incorporated, 57 East Ninth street, New York, is the American agent, and the price in paper cover is 50 cents.

The *American Annual of Photography* for 1913 comes also from George Murphy. It is filled with beautiful half-tones exhibiting what photographers are doing in a pictorial way. There is a most valuable article on "Photographing on Wood for Engraving," by Thomas W. Smillie, of the United States National Museum. The price of the annual in paper is 75 cents. Cloth, $1.25. Postage extra.



A Postoffice Dog.

"Bounce," owned by A. R. Sanderson, Deadwood, South Dakota. Courtesy of Roy Graham.

To J. V. Price, of Melbourne, we are indebted for the *Weekly Times Annual,* of Melbourne, Australia. The illustrations, besides being reproductions of most excellent photographs of the charming scenery of Australia, are engraved in half-tone and printed in a manner that it would seem impossible to improve upon.

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Announcement of Ad.-setting Contest No. 35.

For THE INLAND PRINTER'S Ad.-setting Contest No. 35 we will use an ad. which will tax the ingenuity of compositors to find a way to set it so that it will be artistic and at the same time attractive and a business producer. In looking over the *Gibson Courier*, Gibson City, Illinois,

SMITH'S
Dry Cleaning Works
Gibson City, Illinois.

We make a specialty of cleaning Ladies' and Gentlemen's Wearing Apparel without injuring the fabric. Our method will not shrink or take the color from the garments, but will cleanse and make them look like new. Garments thus treated will give you more service and wear much longer.

Give us a trial and be convinced of what a saving it will be to you.

Smith's Dry Cleaning Works anticipates requirements of the Parcels Post. Will pay delivery charges in the first zone on parcels that amount to $1.25 or more, no parcel to weigh over 11 lbs.

All work must be paid for before shipments are made. Otherwise same shall be held until amount is paid.

PRICE LIST
DRY CLEANING.

All clothing dry cleaned is steamed and pressed without extra charge.

Gentlemen's Wearing Apparel.

Suits, three pieces	$1.50
Suits, two pieces	1.25
Coats	.75
Vests	.25
Pants	.50
Overcoats, top	1.00
Overcoats, light weight	1.25
Overcoats, heavy	1.50
Boys' Suits	.50 to .75
Sweaters	.25 to .50

Ladies' Wearing Apparel.

Dresses	$1.25 up
Suits	$1.25 to $1.50
Skirts, plaited	1.00
Skirts, plain and small	.75
Waists	.50
Jackets	.50
Coats	1.25
Children's Dresses	.50 to .75

WE SOLICIT YOUR PATRONAGE
SMITH'S DRY CLEANING WORKS
C. M. SMITH, Prop., Gibson City, Ill.

Copy for Ad.-setting Contest No. 35.

which is noted for its neat ad. display, I ran across this copy, which did not seem to harmonize in attractiveness with the other ads. in the paper. I tried to imagine how it could have been set to better advantage, and was at a loss to make any material suggestions, so concluded to see what THE INLAND PRINTER readers would do with it. So it will be used as copy for our next ad.-setting contest. Compositors who enter these contests receive complete sets of all the ads. submitted, so every one who contributes an idea will in turn receive the ideas of all the others. Many compositors will say, "Why, there is only one way to set an ad. of that kind," but these compositors will be surprised to find how many different ways will be developed through this contest. Let each one try and present at least *one* idea, and from the accumulated ideas we will try and decide which is the best. The reproduction is plain enough to be used as copy just as it is. The original was one column (thirteen ems) wide and ten inches deep, and we will set the ad. in this same size and shape. The same rules which have so satisfactorily governed these contests in the past will apply, namely:

1. Set 13 ems pica wide by 10 inches deep.
2. Each contestant may enter as many specimens as desired.
3. The compositor is at liberty to change the arrangement of the copy, but must neither add nor omit any phrase or words.
4. No illustrative cuts allowed. Material used to be limited to type, border, rule, and such cuts and ornaments as are furnished by typefoundries in series or as parts of border and ornament fonts.
5. Two hundred printed slips of each ad. to be mailed to "O. F. Byxbee, 440 South Dearborn street, Chicago."
6. Use black ink on white paper, 3¼ inches wide by 11½ inches deep, *exactly*.
7. Write plainly or print name of compositor on one slip only, which should be enclosed in the package.
8. Each contestant must enclose 20 cents in 2-cent stamps or coin, to cover the cost of mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps. If two or more designs are entered, no extra stamps will be required.
9. All specimens must reach me not later than March 25, 1913.

Compositors should not take too great advantage of the liberty allowed in Rule 3. It is not intended that the copy should be twisted about until almost unrecognizable, and it is not possible to form a rule which shall state definitely just how far a compositor may go in this respect, but in making changes it is best to consider that the copy was submitted by a regular advertiser who thinks he knows what he wants, and unless a change can be made that will be a marked improvement, and one for which a good reason is apparent, then it is better not to change it at all. In the past, where the changes have been many, compositors have found that they lost votes, and no liberties should be taken with the copy which would have a tendency to reduce the number of points which an ad. would otherwise receive. On the other hand, the latter part of the same rule is not intended to prevent the omission of punctuation-marks or spelling out abbreviations, if the compositor desires. As stated in the rules, the sheet with the compositor's name and address, and the stamps or coin, should be enclosed in the package of ads., and not sent in a letter; in fact, it is better not to write a letter at all. The usual plan of desig-

nating the best ads. will be followed. A complete set of all the specimens submitted will be mailed to each compositor within a few days after the close of the contest, and the compositors themselves will act as judges, each being requested to select which, in his judgment, are the best three ads., and those receiving the largest number of points will be reproduced in THE INLAND PRINTER, together with the photographs and brief biographical sketches of the compositors who set them. Three points will be accorded each ad. selected for first place, two points for each second choice, and one point for each third. Contestants should read the rules very carefully, and see that each provision is fully complied with, as failure to meet the conditions may debar their work. Special care should be taken to have the size of the paper correct, as one ad. on paper too long or too wide would make every set inconvenient to handle, and any such will be thrown out. Particular note should also be made of the closing date, as ads. received too late can not be accepted. Where a compositor enters two or more ads., each set of specimens should be wrapped separately and all enclosed in one package. THE INLAND PRINTER is able to reproduce only a limited number of the ads. submitted, so that those who do not participate are missing much of the benefit to be derived from a study of the various styles of display in a complete set. There will be two hundred sets of ads., and should the number of contestants be unusually large the sets will be given to the first two hundred who enter, so that the advisability of submitting specimens early is apparent.

Unique Ad. for a Millinery Opening.

E. T. Wall, publisher of the Osceola (Iowa) *Democrat*, sends an unusual ad. which appeared in his paper some time ago for a millinery opening. The rule outlines were



Reduced from a half-page ad. for a millinery opening, in the *Democrat*, Osceola, Iowa.

first drawn on the wood base of an old electrotype, then the openings were sawed out and the rule cut and bent to fit. The ad. in the original was a half page and was an excellent piece of rule-joining.

Two Rate-cards for a Six-column Weekly.

Frank E. Philpott, publisher of the Clendennin (W. Va.) *News*, makes a request for two rate-cards, as follows:

CLENDENNIN, W. VA., December 25, 1912.

Mr. O. F. Byxbee, Chicago:

DEAR SIR,— Please prepare me two different rate-cards, with 6 cents an inch for one card and 8 cents an inch for the other card. If it takes too much time for you to make two cards, omit the 6-cent card.

Yours truly, FRANK E. PHILPOTT.

The *News* is a six-column paper, its columns being 19½ inches in length, but the cards given below are compiled on the basis of 20 inches to the column. Many six-column pages are 19¾ inches long and figuring the length at 20 inches avoids the use of fractions. The first of these cards shows a price of about 6½ cents on a contract for one column each issue for a year:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$.30	$.55	$.80	$ 1.00	$ 2.65	$4.60	$ 7.65
2 inches	.55	1.00	1.45	1.85	4.60	7.65	12.75
3 "	.80	1.45	2.00	2.50	6.15	10.25	17.00
4 "	1.00	1.85	2.50	3.10	7.65	12.75	21.00
5 "	1.25	2.20	2.95	3.70	8.95	14.75	25.00
6 "	1.45	2.50	3.40	4.30	10.25	17.00	28.00
8 "	1.85	3.10	4.30	5.30	12.75	21.00	35.00
10 "	2.20	3.70	5.05	6.25	14.75	25.00	41.00
20 "	3.70	6.25	8.45	10.50	25.00	41.00	67.00

It is difficult to properly grade a card so that it will come out exactly on a given figure, but the last figure in the above card ($67) may be arbitrarily changed to $62.40 if desired. In the second card the final price comes out very nearly to the 8 cents an inch requested by Mr. Philpott, the exact total being $83.20 instead of $86:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1 inch	$.40	$.70	$ 1.05	$ 1.35	$ 3.55	$ 6.10	$10.25
2 inches	.70	1.35	1.95	2.45	6.10	10.25	16.75
3 "	1.05	1.95	2.70	3.35	8.15	13.50	22.00
4 "	1.35	2.45	3.35	4.15	10.25	16.75	27.00
5 "	1.70	2.95	3.95	4.95	12.00	19.50	32.00
6 "	1.95	3.35	4.55	5.75	13.50	22.00	36.00
8 "	2.45	4.15	5.75	7.05	16.75	27.00	45.00
10 "	2.95	4.95	6.75	8.35	19.50	32.00	53.00
20 "	4.95	8.35	11.25	15.75	32.00	53.00	86.00

The Season of Christmas Issues.

Before the January number of THE INLAND PRINTER was published Christmas issues began to pour in from all parts of the country. Nearly every one has its special cover, with Santa Claus and his toys, and green holly and its red berries; and then there were others not quite so gaudy but still very attractive. Every publisher strives to produce something different from last year, and something different from other publishers, but as Christmas is constantly recurring, and so many bright minds tackle the problem year after year, it becomes more and more difficult to discover something which has not been used before. There is very little originality in the vast pile of Christmas numbers that have accumulated on my desk. In the reading-matter they all tell the story in prose and verse of the Christmas stocking, of Santa and his reindeers (occasionally varied with an automobile), and they all have an almost endless array of holiday advertising, where compositors have vied with each other to produce the most attractive display. Most of this advertising is, of course, set in a rush, as there is very little time to consider best arrangements in the vast increase of work, with very little if any additional help. But among these Christmas issues there are many which I would like specially to mention. Here is the Russellville (Ark.) *Courier-Democrat*. It doesn't sport a colored cover, but it is none the less a "Special Santa Claus Edition." For years it has been the custom of the *Courier-Democrat* to print letters to Santa Claus from the children, and this issue has several hundred such letters from the little folks. But the most unique feature this year is the reprinting of a couple of columns of letters from its issue of December 19, 1901, under the heading, "What They Wanted Eleven Years Ago." The little folks of from five to ten years of age eleven years ago are to-day from sixteen to twenty-one,

and it must have afforded considerable amusement not only to them but their friends to read what they most desired when they penned these letters. The *Courier-Democrat* has just added a new series of display type, Clearface and Clearface Italic, and every ad. in this big special issue is set in the one series. The ads. certainly look well, the italic affording just the proper variation. One of the best printed Christmas numbers is that of the Gibson (Ill.)



No. 1.



No. 2.

Two ads. by D. C. Walker, *Daily Times*, Wichita Falls, Texas.

Courier. There are twenty seven-column pages, packed full of holiday advertising, all nicely displayed, enclosed in an attractive illuminated cover. Then there is the Lestershire-Endicott (N. Y.) *Record*, in six eight-page sections, every one of which is printed in red and black — just enough of the red to make the paper attractive and not enough to be offensive. The ad. display and presswork is very creditable. The Westfield (N. J.) *Leader* did not have an illuminated cover, but it used both red and green ink throughout in the ads. Another variation is a four-page ad. on red paper in the Commerce (Tex.) *Journal*. The Bellevue (Ohio) *Gazette* has a novelty in a special cover printed entirely in blue ink, while the first page of the cover of the Rock Springs (Wyo.) *Adviser* is printed entirely in green. The Lake Geneva (Wis.) *News* published three Christmas issues, each of twelve pages, the last one before the holiday having a handsome illuminated cover. There are many others, most of them with handsome covers, the most creditable ones being the following: Stafford (Kan.) *Courier*, Forest Grove (Ore.) *Press*, Weston (W. Va.) *Republican*, Newton (Iowa) *Record*, Long Beach (Cal.) *Open Forum*, La Junta (Colo.) *Tribune*, and *Monroe County Mail*, Fairport, New York.

Ad. Display, Good and Otherwise.

As so much space was devoted to describing the result of the ad.-setting contest last month there is an accumulation of ads. sent for criticism which would take several pages of THE INLAND PRINTER to describe in detail, and comments must necessarily be brief. It is pleasing to note that there are less packages of rolled ads., as it is almost impossible to examine the work of compositors unless the ads. are mailed flat. Among the offenders in this respect is D. C. Walker, of the *Wichita Daily Times*, Wichita Falls, Texas, who says he will "Continue to send ads. until I get a good line-up according to your judgment." Send them flat next time, Mr. Walker, and I will then be better able to judge whether they are good or bad. That ad. of Stimson & Anderson (No. 1) is well balanced and the type chosen to go with the large figures shows good judgment. No. 2 was also set by Mr. Walker and shows how a miscellaneous lot of cuts were arranged harmoniously. The repetition of "The Wichita Hardware Company" was not advisable and could have been avoided by displaying the first line as large as possible, making the first firm name secondary. S. A. Johnson, of the Winnipeg (Man.) *Lögberg*, an Icelandic weekly, sends some very good ads., so far as typography is



No. 3.

By S. A. Johnson, of *Lögberg*, the Icelandic weekly, of Winnipeg, Manitoba.

concerned at least, and the proper lines are probably correctly displayed, although to one unfamiliar with the language it is difficult to determine. No. 3 is one of Mr. Johnson's ads., and shows another way in which some big figures are used. That division in the display at the top does not look very well, but it may be all right in Icelandic even if it would not be accepted in English. The next ad. (No. 4) comes from T. J. Jude, of the Racine (Wis.) *Journal-News*. This is one of a large number of full pages for the same advertiser, each of which is packed full of

descriptions and prices. Such ads. are extremely difficult to lay out so that the same style may be carried clear through, bringing out certain portions so as to afford proper contrast. Mr. Jude has succeeded very well with this, although there is little variation in the display. In lieu of a change in the size of display, however, two special features are brought out with heavier rule, particularly the concert announcement. The "Grey Chinchilla" line should have been set in a condensed letter and included the word "Coats." Nos. 5 and 6 are other examples of Mr. Jude's composition. No. 5 is reproduced because it shows a good way to handle an ad. where the advertiser



No. 4.

A difficult layout by T. J. Jude, *Journal-News*, Racine, Wisconsin.

wishes to emphasize a single word by repetition. The whole ad. is well balanced, and should be a good business producer. No. 6, on the other hand, shows a mistake which Mr. Jude is inclined to make occasionally, and one which other compositors find it difficult to avoid. There is too much display and the body is too large to show proper contrast. Here was an opportunity for a liberal margin of white inside the border rule, reducing the size of the body type but leaving the display lines much as they are, so far as possible. Charles J. Herzberg sends a copy of the *Jeffersonian*, Chicago, on which he sets the ads. I wish there was room to reproduce many specimens of his work, as nearly all of his ads. show excellent judgment. Two small ones are shown (Nos. 7, 8), and it will be noticed that they are well balanced and the proper lines are displayed and stand out nicely. Ben Wiley and Claude H. Frye, of the Charleston (Ill.) *Courier*, each sends a package of ads., and it is hard to tell which of these compositors does the better work. Mr. Wiley sticks more closely to rule borders which make his ads. appear a trifle more neat and effective than the fancy type borders, but they both have the right ideas of proper display. Glen Huffman, of Cadillac, Michigan, sends a single ad. for criticism. It is a

SKIRTS
SKIRTS-SKIRTS

Big Reduction From Our Regular Prices

When you stop to consider the fact that our regular prices are 10 to 20 per cent less than what the same material in inferior styles and workmanship would cost elsewhere, you will appreciate what exceptional bargains these **well-made, good fitting Skirts** *really are. Newest styles and all sizes up to 36 in. waist measure.*

Our regular price $3.50 and $3.75 Misses Skirts reduced to ... $2.50 and **$2.75**

Our regular price $4.50 and $5.00 Ladies' and Misses' Skirts reduced to $3.00 and **$3.50**

Our regular price $5.50 and $6 Ladies' Skirts reduced to $4.00 and **$4.50**

Our regular price $6.50 and $7.00 Ladies' Skirts reduced to ... $4.75 and **$5.25**

Our regular price $7.50 and $8.00 Ladies' Skirts reduced to ... $5.50 and **$6.00**

Our regular price $8.50 and $10 Ladies' Skirts reduced to... $6.25 and **$7.00**

Sample Suits $25.00 and $35.00 values reduced to $12.50 and **$14.50**

Plain and hair line stripe Cream Serge Suits, $25 values..... $10 and **$12.50**

Suits, Coats and Skirts Tailored to Measure

Style, Fit and Workmanship Guaranteed. Lowest Prices.

H. A. OLSON CO.
243 MAIN STREET

No. 5.

A well-balanced ad. by T. J. Jude, *Journal-News*, Racine, Wisconsin.

YOU CAN'T AFFORD TO WAIT IN THE BUYING OF LOTS

Real Estate in the city of Racine is daily increasing in value and the time will never come when lots can be **Bought for Less than Right Now.** Lots in

Fourth Addition on Asylum Avenue **WOLFF'S** *Fourth Addition on Asylum Avenue*

Just now are selling rapidly. The reason is that they are so desirably located and then they are offered at prices that will appeal to any person who has knowledge of the worth of Real Estate

THIS IS NOT ALL

LOTS IN THIS ADDITION ARE BEING SOLD UPON TERMS THAT ANY BODY CAN EASILY COMPLY WITH. THEY ARE BEING SOLD AT

$1.00 AND $1.00
DOWN PER WEEK
WITHOUT INTEREST

If you will call at our office at any time or **Phone No. 2832,** we will take you out in our Auto and you can make a personal inspection of the lots to satisfy yourself as to the LOCATION, PRICE, TERMS of PAYMENT, etc.

COME OUT TOMORROW

and select a lot. Agents will be on the ground ALL DAY SUNDAY This ADDITION LIES ONLY SIX BLOCKS FROM

The New MILLION DOLLAR CASE PLANT

TO GET TO WOLFF'S FOURTH ADDITION take Washington Avenue Car to Asylum Avenue, then walk South to the Addition.

Wolff Realty Co.

RACINE'S LARGEST REAL ESTATE OPERATORS. 436-438 MAIN ST.

No. 6.

Showing the bad effect of having the body-letter too large.

"Happy New Year" announcement, and it would be difficult to suggest any improvement. A large number of samples of ad. and other display composition set for different publications was received from Earl F. Burger, of the Rogers & Hall Company, Chicago. No. 9 is one of the best specimens of Mr. Burger's work, being a heading for one of the publications; this is strong, artistic and well balanced. Theodore Moore, of the Lodi (Cal.) *Sentinel*, has some excellent ideas and three of his ads. are reproduced (Nos. 10, 11, 12) as they show unusual arrangements. In No. 12 "Whaley & Rossman" should have been a little larger, and of the same length as the top line, even if it was necessary to reduce the other display slightly. William Hansford, Jr., an eighteen-year-old apprentice on the Somerset (Ky.) *Journal*, sends several ads. which show that he is working along the right lines, but, like all beginners, there are many points which he can only appreciate after experience. No. 13 is one of his ads. and is reproduced to point out where it is wrong. The first expression, which is set in three different kinds and sizes of type, should have been all in one size. The word "Makes" as a catch-line was bad, and a line of this kind should never be

Lama & Son

MANUFACTURERS OF

ICE CREAM

Wholesale and Retail Dealers in

FRUITS AND CONFECTIONERY

SPECIAL ATTENTION GIVEN TO PARTIES AND PICNICS

The material used in the manufacture of our Ice Cream and Candies is the best that money can buy. Candies put up in attractive boxes, especially for Christmas — 25c and upward.

3618 Irving Park Boulevard

PHONE IRVING 84

No. 7.

Thinking of an Overcoat or Suit?

Well if you are, and appreciate a perfect fit, stylishly cut and the best workmanship, see me.

A large collection of the best weaves from the best mills always on hand to select from.

E. C. NEUBAUM

MERCHANT TAILOR

3939 Monticello Ave. Near Irving Park and Elston

CLEANING and PRESSING :: :: Phone Irving 512

No. 8.

Two creditable ads. by Charles J. Herzberg, *Jeffersonian*, Chicago.

Heart and Life Bulletin

Chicago Evangelistic : : Institute : :

Vol. II *Chicago, Illinois, October and November* *No. 1*

No. 9.

Heading by Earl F. Burger, Rogers & Hall Company, Chicago.



Yesterday hundreds of people wished for a good waterproof pair of Shoes. Today we supply the want. Big variety of

High Top Shoes

The Enterprise

No. 10.

Ads. Nos. 10, 11, 12, by Theodore Moore, *Sentinel*, Lodi, California, show unusual arrangement.

Millinery Opening

Friday and Saturday
Sept. 13th and 14th

¶ You are cordially invited to inspect one of the largest and most beautiful lines of hats ever shown in Stockton

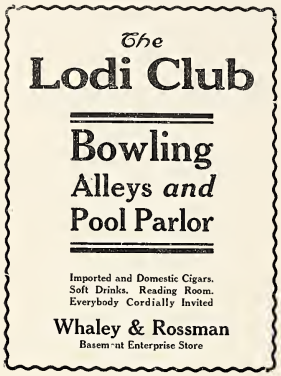
Come to Stockton's Handsomest Millinery Establishment

SPENCER'S

326 E. Main St. Stockton, Cal.

No. 11.

set in a condensed letter. The setting of the first part of the next sentence in two lines of condensed type was also poor judgment, as a condensed letter should never be used in this way, and it is very bad to use so much condensed type, particularly where the lines follow one another. The



No. 12.

articles enumerated in the panels should have been in a different size or letter from the three lines which followed. Mr. Hansford should study the ads. reproduced in this department and follow the suggestions made, and then send in more samples of his work. Two excellent ads. were



No. 13.

By W. Hansford, Jr., apprentice, *Journal*, Somerset, Kentucky.

received from Jason Weatherhead, publisher of the *Norman County Herald*, Ada, Minnesota. I hope that every compositor who has sent in specimens of his work for criticism will enter the ad.-setting contest announced in this issue, as it is sure to be of benefit to him in improving his work, or will at least give him new ideas.

Jubilee Souvenir of the Southland Times.

Fifty years ago the first number appeared of the *Southland Times*, Invercargill, Southland, New Zealand, on November 12, 1862. On November 12, 1912, the *Times* issued a "Jubilee Souvenir," which was a nicely printed and illustrated magazine section of sixty pages and cover. It was a most interesting number, filled with reminiscences of the early New Zealand days and describing the growth of various industries from their inception. This section was entirely additional to the regular paper which consisted of sixteen eight-column pages.

From the West Coast of South America.

Two interesting publications were received last month from Lima, Peru — the *West Coast Leader*, a nine-page, seven-column weekly, and *Peru To-day*, an illustrated monthly review in magazine form, both published by the West Coast Publishing Company. These papers are printed for the English-speaking people on the west coast of South America and for the traveling public. They are thoroughly up to date in every way except in the ads., which show an unattractive mixture of borders and small display type.

Skipped an Issue in Order to Celebrate.

Daily papers, particularly evening papers, sometimes skip an issue on important holidays, but it is seldom that a weekly celebrates to this extent. The Somerset (Ky.) *Journal* did not publish on December 27. In announcing this fact prominently on the first page of the preceding issue the *Journal* said: "Our faithful, painstaking and hard-working force deserves a little recreation and an opportunity to enjoy some of the holiday season, and we take this means of giving them that opportunity. This will enable us to get our office in better shape so as to give our readers a better paper in 1913. The *Journal* will greet you again January 3."

Newspaper Criticisms.

The following papers were received, together with requests for criticisms, and brief suggestions are made for their improvement:

Butte (Neb.) *Gazette*.— The first pages of the issues you send are arranged as well as could be expected with the amount of advertising which appears, and it is too bad that a place could not be found for this advertising on inside pages, or if not there it should at least be run at the bottom of the page. There is so much advertising on the other pages that it was difficult to give the news columns much consideration.

Fremont (Mich.) *Times-Indicator*.— There is much to admire in your paper. All the small details of careful make-up are handled nicely, and these in the aggregate are what go to make a neat paper. Plate matter is made up so that the average reader could not tell it from home-set matter, columns are all even at top and bottom, and ads. are neatly displayed. The first-page make-up is the best that could be devised under the existing circumstances, where more than half of the page is devoted to advertising. The same criticism of the advertising department of the Madison *Eagle* applies also to your paper.

Madison (N. J.) *Eagle*.— Your issue of December 6, which started out to be sixteen pages and grew to twenty-four, was certainly a creditable one from every standpoint. The eight-page section on enameled stock was very nicely printed and contained many fine illustrations. The greatest criticism on the two issues you send, and it is one which applies to many papers, is that your advertising department is entirely too liberal in granting special positions. Ads. of all sizes and shapes are run clear around some pages, and there is no doubt but that some of it could have been secured for "run of paper" with a little extra solicitation. The double-column head in the center of the first page should have been dropped 3 or 4 inches by running a couple of short articles ahead of it, or by putting in some kind of a panel similar to the one in the issue of December 20. The latter issue would have been all right if another double-column head had been run at the tops of the last two columns.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Continued Compounds.

J. A. McK., Brooklyn, New York, writes: "Will you kindly express your opinion on the use of the hyphen in the sentence marked on the enclosed proof?"

Answer.— The sentence marked is, "Summary of eight-, nine-, twelve-, fifteen-, sixteen- and nineteen-day tours." Our opinion is that the hyphens are correctly used, and should be so used much more than they are. As a matter of fact, such hyphening is so little done in English that some people do not even know what it means; but it constitutes the only possible way of showing in form the fact that day is understood in connection with each of the numerals, as eight-day, nine-day, etc. Other wording might be used, if desirous of avoiding the hyphens, as "Tours lasting eight, nine, etc., days," or, if "summary" can not be spared, the sentence in such form otherwise might make two lines instead of one. It could not be misunderstood, however, if worded as it is with no hyphens.

Singular or Plural?

A. L., Portland, Oregon, asks: "Which of the following is correct? The Brown & Jones Company wishes you a prosperous new year. The Brown & Jones Company wish you a prosperous new year."

Answer.— Both are correct grammatically, but the probable intention indicates choice of the first, which considers the company as a unit, one legal person. "Wish" may apply equally well to the same company considered as a number of separate individuals. In this or any similar case the proofreader should follow copy. Grammar does not prescribe any distinction other than the one made above, and the writer is the only one who can tell whether he thinks of one or more than one. Of course everybody knows that a company comprises individual people, but some persons can not, or at least do not, understand why the same group of people may with propriety be spoken of sometimes in the singular and sometimes in the plural. Yet it is true that the present writer can not himself more clearly make a choice, and that he can not find one made by any one else. "A Modern English Grammar," by Huber Gray Buehler, is very carefully conformed to fact, especially in cases where there is divergence in usage. In it we find this about collective nouns: "We refer to a committee as 'it' when we think of it as a whole; when we think of the individuals who compose it, we use the pronoun 'they.' Similarly we say, 'The jury has retired,' thinking of it as a single body; 'The jury have dined,' thinking of the members."

Inconsistency in Capitalizing.

P. J. G., Philadelphia, writes: "Will you kindly answer the following questions?

"1. Why do printing-offices, that have a reputation for doing good work, allow inconsistent capitalization?

"2. Is it not inconsistent to capitalize the word State (referring to the Commonwealth) and not capitalize the word government (not used as an adjective)?

"3. A magazine that does not capitalize the word government when used instead of United States Government, capitalizes Surveyor of the Port, etc., etc. Is it good, and consistent, style?

"4. Is it not inconsistent to capitalize the word Assembly and not capitalize the word legislature?

"5. Why such inconsistent capitalization, as we see in the magazines to-day, of such words as Act (of Assembly), ambassador, constitution, emperor, governor, king, etc., etc.?

"6. Is it consistent style to capitalize the words Bay, Gulf, River, Mountains, etc., when used with proper nouns, and not capitalize the words street, avenue, etc., also when used with proper nouns?

"7. What is the rule governing the capitalization of the word Empire in the two sentences taken at random from an article by William Edgar Geil, F. R. G. S., entitled 'Along the Great Wall of China' and published in the August, 1909, number of *Harper's Magazine*, as follows: 'A tower or peak to the north of a home assures its good fortune; the Wall to the north of the *E*mpire must be propitious.' 'Chin, borne triumphantly across the *e*mpire on his horse of cloud, stamped thrice every *li*, and on each crushed spot sprang up a tower.'

"8. What are the names of the best books on the subject of capitalization — especially those covering the points I have indicated above?"

Answer.— In each case cited here there is unjustifiable inconsistency. The first question is practically unanswerable, but the nearest approach to an answer may be found in the way the editor of a newspaper once answered a suggestion. He had made rules for capitalizing, one of which was "Capitalize the Governor of a State," and another "Do not capitalize the mayor of a city." When a proofreader showed him a sentence, "The Governor told the mayor something," he did not like it so. When the reader said his general choice would be the consistent application of a set of principles, the editor answered that that would give too many capitals. Leigh H. Irvine compiled a work entitled "The Magazine Style-code," in which he tells of submitting such a question to T. L. De Vinne and getting this answer: "The company referred to has many editors, and each editor has notions of his own that printers are directed to follow. . . . Even careful editors are often overruled by authors. . . . The printing-house can not be held responsible, with justice, for some of the eccentricities of our printing. It should be borne in mind that a printer's business is to do what he is told." And this was said of work containing such discrepancies as the one in the seventh question, Empire and empire, for which there

is no rule or reason, and which should be corrected by the printers, or at least submitted by them to the editor or author for correction. Probably no one would refuse such correction if courteously asked for it.

The only possible way to be really consistent in capitalizing is that of applying principles uniformly, as mentioned above, and one way to do that would give far too few instead of too many capitals. Some people would word a rule meant for this, "Capitalize proper names only," but they are people who think a proper name must be the name of a person or of a place.

All grammar-books give rules for capitalization, but I have never seen one that met the requirements of the question, and consequently can not name any as the best.

Written for THE INLAND PRINTER.

SEED-THOUGHTS FOR PROOFREADERS.

BY F. HORACE TEALL.

A RECENT advertisement in a New York newspaper tempts to another repetition of an unfortunate remark, which has been taken as of wider application than its proper one. It is that the proofreader's main duty is that of mere reproduction — following copy, in fact. That seems about the only way to say what is meant, but the bare statement has proved misleading. While it is positively true in general, it is also true that no proofreader, other than those who may answer the advertisement, can ever afford to be merely a literal copier. Even the strictest follow-copy work occasionally makes a demand on the reader's own intelligence, to the extent, at least, of enforcing a following of evident intention rather than of literal execution, as, for instance, when a writer happens to leave out part of a word which could not possibly be meant for any but the one thing.

The advertisement read: "Printer wanted, Christian, about 45; read and pass job proofs, estimate; good job, steady man; $12."

If that is not worth a paragraph all to itself, "I'll eat my head," as Mr. Grimwig said in the Oliver Twist story. Of course no such writing as this is intended for the kind of men who can be had on such terms, if any such there be. It would do them no good, because they must be unable to learn.

Perfect proofreading demands the verification of every letter and point, one by one. Of course no practical proofreader, expected to do a full amount of work, can spell it out by single letters, but that is not accepted as a reasonable plea if he habitually leaves many wrong letters uncorrected. For some kinds of work, however, the tedious drudgery of reading in single letters or figures is absolutely required, as every one knows. In straight ordinary reading-matter the effect required is that which is presumably attained through such drudgery, namely, accuracy in single letters and points, as well as in words and sentences. While accuracy is sought in all cases, there is almost always a demand for speed also, and accuracy combined with speed is a comparatively rare accomplishment. Here we have many uninteresting words without a striking thought, but they lead us to something worth more pondering than it often gets, and worthy of serious application.

In proofreading, as in any work, steady, unbroken progress often gives more production than marvelous speed does. Every man who works (I was going to say for pay from another man, but it is true for any work, even what we call work done for ourselves) will find it profitable to give himself wholly and energetically to the work in hand. I could not begin to tell how often I used to notice this when I set type many years ago. I remember well one of my own experiences. I had my case piled up high with bourgeois when I took out copy one day at one o'clock on a reprint novel that was in a great rush, and was asked, in a way that piqued me, if I could set my take that afternoon. I said nothing, but emptied my case by setting two such takes before six o'clock, earning nearly $4 in less than five hours, and never saw a proof of the matter. A good deal of I, but it points the assertion better than any other instance now remembered, in showing the value of steadiness.

Many times authors and reviewers have referred to errors in books, authors averring that the errors were there because they had not read the proofs, and reviewers assuming that lack of authors' reading was the reason for them. How often do these people fail to state the true reason? It is far more likely to be true that the errors were made in the writing, and appeared in the book because the proofreaders had to follow copy, for such remarks seldom apply to mere typographical errors. Proofreaders need feel no concern in such cases if they can show that the errors were in their copy. More or less of this kind of general injustice is inevitable. It may be somewhat mollifying to proofreaders, and not unwholesome to authors, to give a little of this discredit over to the ones to whom much of it belongs — the authors. Some of them are good at proofreading, so far as making sure of the wording is concerned, but many are not. And there is a good reason. They naturally depend on regular proofreaders for matters purely typographical, even sometimes when they are not conscious of doing so unduly. Undoubtedly many of them are not so good at proofreading as they and others think they are, mainly because they read in sentences and miss the trained effect of seeing and realizing in single letters.

Mark Twain was one author who attributed the presence of errors in one of his books to the fact that he had not read the proofs. This is told in his biography, which book itself contains errors that might have been — should have been — corrected by a good proofreader. For instance, three or four times mention is made of "Moses S. Beach, of the [New York] *Sun*," which is of course an error made by the writer, although the name Moses Y. (Yale) Beach should be known well enough for a good proofreader to correct it. Names of prominent people, especially of famous people, are some of the things well worth while to the proofreader's knowledge; so much so that it would pay any one to keep and to extend continually a list of them. Also a large geographical list, and other lists, would pay.

Such mention of things worth knowing leads naturally to a converse statement, and we find it summarized in the same biography as having been said by Josh Billings (Henry Wheeler Shaw): "The difficulty is not that we know so much, but that we know so much that isn't so." Let us pause a minute and ask ourselves if that is not true of every one of us. The writer does not need any pause, because he knows that it is true of him, although he is convinced that many things he knows are positive facts, even some things that some other people know differently. Of all people proofreaders can least afford to know too positively any of the things that others know differently, especially as in opposition to authors and editors. Many of them need to learn this lesson better than they have learned it. They need to be, in this respect, "as wise as serpents, and as harmless as doves." Authors and editors are equally weak with the rest of us, but they have final authority and

must be allowed to exercise it, even in many instances where the proofreader positively knows best.

We all know the frequent hits at printers' errors, practically the only kind of printed mention of proofreaders, and we all know that no proofreader can work many days without allowing something wrong to pass uncorrected. The latest attempt to laugh at proofreaders appeared in a letter to our editor, under the guise of a list of new words. All the words instanced were merely familiar words containing typographical errors, and the writer undoubtedly knew it. They were from newspapers, and a salient fact was disregarded. It is altogether likely that in each instance — sure that in many of them — the error had been marked by the proofreader, but the matter had gone into print uncorrected, for lack of time. Here we have a glimpse of an unavoidable evil, most pregnant in occasion for such carping. Our consolation lies in the fact that our absolute exoneration shows on the proofs.

Proofreaders often note the fact that when they get any attention it is in the way of complaint, and that they are seldom commended for the good things they do. Well, that is as true generally as it is of proofreaders, and maybe they would feel better about it if they stopped to think of this, and of how natural it is that it should be so.

"B. L. T." PICKUPS.

KEEPING CLOSE TO HIS WORK.

John Martini, an east end saloonkeeper, was injured yesterday by being struck in the mouth with a glass.— *La Salle Post.*

AND BEWARE OF JAMFLIMMERS!

Do not be hornswaddled by great windflammers. Remember that there is no greater windflammers than real estate agents. Let me show you the goods and be convinced. DENNIS MARONY.

—*Ad. in the Burlington Hawk-Eye.*

CONSIDERABLE CARE.

Her first care was two orphan boys who grew to womanhood.— *Mason City Globe-Gazette.*

PREFERABLY HIS OWN.

Every printer in the city will attend the theater in a body.— *Kalamazoo Telegraph-Press.*

CRUEL AND UNUSUAL PUNISHMENT.

Dr. June Croessmann went to Chester this morning to do some dental work at the Chester prison.— *Du Quoin Call.*

"CAN YOU BEAT IT?"

What did the folks who have a habit of saying "What do you know about that?" say before that expression came along? — *L. R.*

STILL ANOTHER ORGY.

Ezra D. Beers and wife have as their guests Miss Lola Beers and Miss Mable Boozle of Ipava.— *Canton Ledger.*

HERE'S A HOT ONE.

Sir: Are scalding tears the result of boiling rage? — *E. M. R.*

CHEMICAL AFFINITIES.

Miss Anna Rough and William F. Raatz were married yesterday afternoon at Goshen at the English Lutheran parsonage by Rev. Luther Smith. Mr. Raatz is a pressman employed in the Truth job department, and his bride has until recently been employed at the H. B. Sykes store. — *Elkhart Truth.*

NUANCES.

The parties and the receptions of the common people receive the attention of the *Star* just as much as swell society and the rich.— *Lincoln Star.*

FIRE! FIRE!

When the fire bell rings the next time Vincent will be expected to discard his pajamas hurriedly, just like the rest of the boys do, and turn out ready for duty.— *W. G. N.*

WON'T SOME ONE HELP THIS MAN RUN UP A FEW BILLS?

I will not pay any debts contracted only by me. Samuel Mahon, 1528 W. 14th pl.— *Daily News.*

THE PI-ERIAN SPRING.

I never saw an Etaoin,
I never hope to seeaoin;
But this is true —
For me Shrdlu
A darn sight sooner'n beaoin.

— *C. H. T.*

AS DISTINGUISHED FROM HOT AIR.

For rent — Front parlor and bedroom in new apartment, near Main-st.; must be nice people; steam heated. — *Evanston News.*

THE DELIRIOUS AD. WRITER.

"This book will grasp you by the Hand, look you in the Eye, and start right off to tell you, in plain, simple language, EXACTLY WHAT WILL BRING YOU THE THINGS YOU WANT IN THIS LIFE!"

AN INGENIOUS PARADOX.

Mrs. A. E. Hafer entertained the ladies at her home in honor of Mrs. Shackelford of Minneapolis. A social time was had by all. There being only widows present.— *Roberts (Wis.) News.*

SHIPS THAT PASS IN THE NIGHT.

Mike Thelen, 184 Sixth street, told Judge Neelen that when he came home late Monday night and started to climb through a window he met a man crawling out.— *Milwaukee Free Press.*

SOME HANG-OVER.

More than $1,000 will be added to the fund for the erection of a home for aged mothers and fathers unable to care for themselves as a result of a luncheon and card party held by the Mothers' Relief Association of Chicago. — *W. G. N.*

THIS MAN MAY BE IN THE CATTLE AND HORSE BUSINESS.

Mr. Ferson, who was formerly in the horse and cattle business with E. W. Plant, has purchased property near Portland, Oregon. While here he is purchasing cattle and horses. He is in the cattle and horse business in the far West.— *Elgin Courier.*

CRUEL AND UNUSUAL.

Jerome Bender, marshal Nov $5 killing and burrying dog $1.00 two tramps 50 cents..... 6.50

— *Wyoming (Iowa) Journal.*

PROVIDENCE LENDS A HAND.

"I write to thank you for the bath I got from the woman in Providence, R. I. We have been wanting one for years." — *Marion Harland's Column.*

— *Line-o'-Type or Two, Chicago Tribune.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Irregularity of Mold Disk.

An operator writes: "When the mold disk comes forward to eject the slug and the matrices are being transferred from first to second elevator there is a crash and the machine sometimes sticks for a second. The machine generally starts all right, and this trouble comes later in the day."

Answer.— The noise is due to the bushings binding on the studs. Remedy the trouble by first trying out the disk movements. Observe closely, as the disk stops before going forward onto the studs, whether it goes too far or not far enough. If it goes too far, remedy with the shoes on cam No. 2. If it does not go far enough, possibly the brake is too tight or the disk binds in some way. Determine the cause of the trouble by examining the disk and by rotating it to see if it has proper freedom.

Stuck Slugs.

A Texas operator, who has a new Model 8 linotype, writes that he has continual trouble with slugs sticking in the mold, and with the plunger sticking in the well. He was advised to remove the plunger from the well and drop a small piece of tallow and some graphite in the well and then replace the plunger. The tallow reduces the oxids which accumulate in the well, and the graphite acts as a lubricant. Plungers should be taken out of doors daily and brushed with a wire brush to remove oxids. A freely acting plunger produces a more solid slug and prevents sticks in the mold. Opening the cross-vents in the mouthpiece also assists in the production of solid slugs. After taking out the mold and polishing it with graphite, he writes that this and the remedies suggested have completely overcome his difficulties.

Damaged Matrix Combinations.

The following is from an Illinois operator: "Am sending a capital T matrix so you can see how it is battered. Have gone over everything, and it seems to be O. K. The first-elevator transfer is set perfectly, or as near so as can be, and the matrices transfer very readily. The second-elevator bar and transfer seems to be in good shape, also the lift and distributing bar, and those are the only parts of the machine that come in contact with the combinations. Have some new capital T's and they are beginning to wear. It is not only the T but quite a number of other letters. The combinations wear and then they run lame on the distributing-bar and drop crosswise or into the wrong channel and must be thrown out. There were six capital T's, and they were all worn like the one enclosed. There must be something wrong somewhere or the matrices would not wear that way. Will be very thankful to you if you can give me some kind of a hint to work on."

Answer.— We believe the cause is due to the following: (1) The left end of the lower rail of the second-elevator bar is bruised. (2) The left end of the distributor-box bar is bruised or broken. These are the only causes for such a disturbance. A new distributor-box bar is in order, no doubt, if you can not repair the bruised lower rail on the outer end.

The Cause of Hair-lines.

A Canadian linotype machinist writes: "Being a reader of your valuable publication, I have presumed to write to you in the hope that you will kindly give me the information I seek. I am in charge of a linotype plant here and we are going in for bookwork very extensively, but find great difficulty in keeping hair-lines out of print unless matrices are often replaced, notwithstanding all my efforts, born of over sixteen years' experience on linotype and average intelligence. Would especially like to know how long a font runs, with proper care, before you find it necessary to renew.

Answer.— The most common cause of hair-lines is weak justification of the matrix lines, the result being the ultimate breaking down of the matrix walls. Another cause is carrying too high a temperature. This condition is brought about primarily by using metal that is too hard. Using defective spacebands, also bands improperly repaired, tend toward the same end — that is, the production of hair-lines. We suggest that you increase the stress of the justification-lever springs and graphite the spaceband wedges freely on both sides. These operations will tend to give tighter justified lines, hence less chance for metal to enter between the matrices. Test metal temperature with a suitable thermometer, and keep it below 550° F. See that the pump-stop on each machine is set so that only properly filled lines will cast. Matrix fonts have been run for years with only occasionally adding sorts to them.

Imperfect Slugs.

An operator in Iowa writes: "Enclosed find one 13-em and one 26½-em slug for your criticism. (1) The 13-em slug seems to be trimmed too close on the left end on bottom and have a small back squirt along closed or left end of mold. Pot mouth, as far as I can learn from testing, locks up evenly at both ends. (Enclosed also a drawing that will show somewhat how liner sets in mold.) Have been having trouble with letters having a hollow back, which, in brushing off slugs before taking proof will cause letters to come loose, and in proof to make and have the appear-

ance of hair-lines. Is it because of dirt in matrix, or is it trouble with the metal? Matrices all seem to have clean faces. The 26½-em slug is being trimmed more in center on bottom than at ends. Is this caused by warped mold or by knife? (2) In recasting long lines about the fifth or sixth will not justify right and matrices will not be on their feet, thus causing squirts. Why is it that they do not line right, or rather stay on their feet? On both slugs should the top of the letter overhang slug, and on rib side what causes slugs to go through knives all right until within about one-sixteenth inch from bottom, shown by ribs, then to jump from knife, and on long slug have the appearance of going against the other knife?"

Answer.— The slug shows that the left knife is not set right. As a result there is an overhang on the smooth side of the slug at the top. You should set the left knife so it will remove this overhang, then the right knife will do its work properly, and probably you will have no further trouble. Aside from this the slug is fine. The position of the mouthpiece is not correct. It should be placed to the left about three points. To prevent bad face on the slug from the cause you mention, you should keep the mouthpiece cross-vents opened up and should occasionally bail the metal from the pot so as to expose the well one-fourth inch; then put in about one-half teaspoonful of graphite and a little tallow; this will permit a better plunger action. If your plunger is a loose fit, buy a new one. Keep the piece of leather or brass in your ejector-guide built up so that the blade will have no play. We can not understand how the left liner can appear like the diagram you send, since its sides are at right angles with top surface when it is in the mold. Remove the mold and see if the post on left end of the base of the mold has been bent; it may cause the cap of the mold to assume an abnormal position, which may give the liner that appearance. (2) The failure of long lines to properly justify and thus cause squirts may be due to some obstruction in the first elevator jaws which prevents the spreading of the matrix line, or to too tight a lock-up of the mold against the matrices. Weak justification-springs may cause it also.

Gas Governors.

A California operator writes: "(1) My main trouble is with the pressure governor, to keep it clean. I shall tell you the manner of making gas in this city, as this may be helpful to you. Iron cylinders, lined with firebrick, are heated to a white heat with oil burners, after which all drafts are closed and crude oil sprayed upon the lining until evaporation ceases. The vapor or gas then goes to the 'scrubbers,' which are supposed to remove the lampblack and flying particles of oil carried by the gas. If they did, I would not have to take up your time. Nevertheless, much of the crude oil is carried into the service pipes. In our pressure governor it accumulates so rapidly on the valve and valve-seat that in twenty-four hours after cleaning and polishing, the thermostat goes out of action, the valve sticking to its seat. We have to take it apart at least once in three days to get any results. Do you know of anything that may be applied to these parts that will overcome the trouble by repelling the crude oil? Do you know of any device that can be coupled in the service pipe before the governor and that will act in a manner similar to the baffling-plate in a separator in a steam plant, where flying particles of water by impinging upon the plate are drained out of the steam? We polish the valve and its seat with graphite. If we did not do this, we would get no results at all. The other plant in the city is not using its pressure governor, regulating by clock. I may state that because of the fact that our pressure governor is absorbing so much of the crude oil, the mercury governor keeps comparatively clean. If the pressure governor were not so valuable a device we would try to do without it. (2) Will you please tell me in detail the process of brazing? I am interested in this particularly because I believe I can make repairs to our distributor screws, which have cavities at a point where the matrices have been touching upon rising between the convolutions. The machine is ten years old and much of the time has been running so that this wear has been increasing. The lift cam was pinned incorrectly at the factory as indicated by trial after upper and lower rails were renewed in the distributor box, a new lift cam put on, and the lift set correctly. Matrices were rising into the screws before the convolutions had advanced sufficiently and were touching back of convolutions. I am quite handy with tools, and believe I can braze in a small section of new metal at the worn places and dress up nicely. What sort of flame would do in brazing small work, such as possibly the larger springs on a linotype? (3) How may one tell when the mold-disk is making proper rise on the right-hand pin? How is the test for .007 of an inch made? (4) How do you justify the statement where the 'operator' is told in your work that the disk locking pins must never be changed in position, as indeed they can not be unless one removes the block dowels, and yet a little farther on he is instructed to move them about until he acquires the same stress on the lug of matrices placed at the ends of elevator jaws? This last matter, about the positioning of the disk locking pins, interests me, because, upon putting new studs and new pins on this machine, after a short time there was considerable wear upon the inner sides of both pins, as though they were too close together; yet they are supposed to be correctly set at the factory. Is there a possibility of another discrepancy here, as there was in the pinning of the matrix lift cam on the distributor screw?"

Answer.—(1) In regard to filtering the gas to remove the free carbon, the following plan is suggested by a linotype machinist who had a similar difficulty. Procure a cylinder or pipe about eighteen inches in length, and from four to six inches in diameter. This pipe should be filled with cotton, loosely packed, to allow the gas to pass through. We understand that it gave good results. Occasionally fresh cotton was put in to take the place of the saturated cotton that was removed. If you try this and it proves successful, we believe it can be modified by attaching two cylinders, one of which could be changed while the other is in use. If the cotton will take up the free oil and carbon, the water in the tank should do so also. The water could be changed easier than the cotton and possibly would be much cheaper. (2) Brazing the distributor screws will not be an easy operation, and probably when you consider the time it will require and the chance of failure, it may be cheaper to have a new screw. However, if you are willing to make a trial, the following details may help you. You will need a gasoline torch or a small blow-pipe and a Bunsen burner for applying the heat. To protect the part of the screw that you will not operate on, you could cover it with wet clay. To make the patch adhere you will have to have the parts reach a red heat. Some brazing compound must be used on the joints with the spelter. It seems rather doubtful that the cam was attached incorrectly at the factory. It may be possible that at least one new cam was applied before you put in the new rails, and if so it may not have been turned correctly with the beginning point of the convolution of the back screw. This seems more plausible than the theory that it was not attached right at the factory. (3) You will know when the

disk makes the proper rise by determining how much play there is between the supporting screw and the mold-disk guide, and between the top of the mold slide and the slideway. To make the first test, back the machine until the mold disk is forward on studs. .Observe or measure the space above the supporting screw. To make the test of space above the mold slide, remove the disk from the slide, push back the slide and connect it. Raise the left end of the slide so that the right side touches the slideway. Place a one-half-point copper space between top of slide (beveled part) and slideway. Lift the slide and note if there is any more than a clearance. If the space appears too great adjust by screws beneath gib. (4) In the advice to operators regarding the locking studs, he has no occasion to change them, but if a test were made and he found them out of position, he has a means of correcting them. They do not get out of place from use; some curious person might, while experimenting, change the position of the studs, either by reversing the block or changing them right and left. However, it is a thing that does not often occur. Similar advice is given regarding the distributor bar. It is set right and should be let alone, but if a test shows that it is wrong, it should be put in correct position. In regard to the locking pin wearing on the inside, you may have turned one of the stud blocks around and thus caused the trouble.

Various Adjustments.

An Ohio operator writes: "Will you kindly give me information on the following subjects? (1) Am having trouble with the second elevator. When I adjust it as per instructions in Mechanism of the Linotype, when elevator is down and at transfer point and I adjust it so that small cam roller will not touch the larger one, the elevator will not come back far enough to allow matrices to transfer on to distributor-box bar. If I make the adjustment so that matrices transfer on to distributor-box bar, the elevator will not descend far enough to allow a free transfer of matrices from first to second elevator. (2) What is the proper method of timing distributor screws? (3) On a Model 5 we use six, eight and twelve point. The six-point causes no trouble in distribution, but the capitals of eight and twelve point, especially the eight-point, at times drop most anywhere. We have had this trouble more or less ever since the machine came from the factory a year ago. Lower-case letters give no such trouble. Matrices transfer all right on that machine, and I have used the swage on those which drop in wrong channels, but it does not seem to remedy the trouble. (4) What causes matrices to pull forward from line after cast is made and to get into such position that they stick in first-elevator jaws so that transfer on to second elevator can not be made until the matrix is forced back into line? (5) What is the cause of metal adhering to spacebands at casting point? At times, after a day's run, I find a large amount of metal on bands; then again machine will run for three or four days with no sign of metal on the sleeves. Bands are cleaned every day. Used paste recommended, but that transferred to matrices and caused them to stick in magazine. What is the cause of the trouble? (6) On the Model 5 machine on every line cast there will be a thin sheet of metal which runs almost the entire length of the line, although it is more so on the left-hand than on the right-hand end. Increased the stress of pot-lever spring and later on put on a new one, but that did not help the trouble any. What would you suggest as a remedy?"

Answer.—(1) In order to adjust the second elevator so it will seat properly in both places, you must deepen the depression in cam No. 6. The part where the roller must clear and does not must be cut away. You can do this with a cold-chisel and hammer, and afterward smooth the cut surface with the end of a file. It is not essential, however, that it be made smooth, as the roller never touches about six inches of the lowest part of this cam. You will have no further trouble after cutting out your cam. (2) In timing back distributor screw, place the peg in back gear into the opening opposite end of short tooth in the gear of front screw. This will give the proper relation between the points of the screw thread of both screws, consequently they will start behind the upper ears of matrices at the same time. The lower screw is timed on old models by placing the point of the thread on right end (from back) in the same relative position as the point of the thread of the upper screw. Make observations when the distributor box is off and back screw is raised. The distributor clutch-shaft may then be placed in position and secured by its screw. If the timing is to be made on machines having pegs set in both upper and lower front screw gears, it is accomplished by placing the two pegs and the hole in the clutch-shaft gear so as to form a small and perfect triangle. By pushing in the clutch-shaft it will bring the gears in proper position; several trials may have to be made before exactness is secured. However, if you do not time them correctly you can not operate the distributor. (3) You should have sent us a matrix that had dropped in the wrong channel, so we could test it and if possible determine the cause of damage to the teeth, for you state you used the swage on the matrix. This would indicate that there was something wrong with the matrix teeth. If you send a matrix, it should be one that has not been placed in a swage. Test speed of driving-pulley and see that it does not exceed sixty-eight revolutions per minute. (4) When the matrices are pulled back (not forward as you state) when the slug is stripped from line by the withdrawal of the mold, the fault may lie in the down-stroke adjustment of the first elevator, or it may be due to a deflected back jaw due to the operator persisting in trying to operate his machine without a jaw-guard. A jaw-guard should be maintained on every machine. The new style jaw-guard (E-632) should be applied where possible. (5) The adhering of metal to the sleeves of the spacebands can usually be traced to some neglect on the part of the operator. If your explanation had been more complete on this point, possibly we could have pointed out the cause. We would suggest that you test the pump-stop adjustment and make sure that there is nothing wrong here. Another point to be watched closely is the stress of the justification-springs; these may or may not be at fault. We are unable to tell from your description. (6) This question we can not answer, owing to its lack of completeness. Will ask you to send a slug or tell us just where on the slug the "thin sheet of metal" is attached. If you can not send a slug with the metal attached, send the "thin sheet" and a slug from which it was detached.

Recent Patents on Composing Machinery.

Spaceband.— P. E. Kent, New York. Filed December 15, 1910. Issued December 10, 1912. No. 1,046,468.

Universally Adjustable Mold.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed January 14, 1907. Issued December 10, 1912. No. 1,046,649.

Matrix Assembler Indicator.— W. M. Rapp, Philadelphia, Pa., assignor to Rapp-Wagman Manufacturing Company. Filed August 17, 1910. Issued December 17, 1912. No. 1,047,289.

Linotype Movable Jaw Adjusting Device.— E. L. Holmes, Seattle, Wash. Filed February 23, 1911. Issued December 17, 1912. No. 1,047,412.

Written for THE INLAND PRINTER.

SOLD FOR A DOLLAR — WHAT DID IT COST?

BY R. T. PORTE.

THE following letter was received a short time ago with sample of dodger enclosed, and as the matter is an important one, the letter and job in question are reproduced, with two other resettings, for the purpose of contrasting the prices of production, one setting by a small shop and the other by a large shop.

Editor Inland Printer:

I have been a subscriber and reader of THE INLAND PRINTER for ten years and was particularly interested in the article on the cost of printing a 9 by 12 dodger, by R. T. Porte, in the October number of your paper, as I have been doing considerable of that kind of work, and that it cost anywhere near the sum you stated — or rather Mr. Porte said it did — certainly startled me, as I have been charging a great deal less.

I enclose a sample of a 6 by 9 handbill gotten out by a competitor of mine. I formerly did 250 of these for $1.25, and thought it was a good price. My competitor must have thought the same thing, as he cut my price 25 cents and now gets out two lots a week for $1 each.

I felt sorry to lose the business, but since reading the October number I am beginning to feel glad I lost it, but, to be sure, I write you to tell me if I should be sorry or glad. Sincerely, ————.

The writer of this letter gave me permission to print it, provided, of course, his name is not used, if I would only please answer his question.

That he, and any other printers in a like state of mind, might know the answer, it was thought best to take the whole matter up and publish it.

The original dodger in question is reproduced, to show what it is like, and the difference between it and two others that are also printed.

To find out just what 250 dodgers, like the one sent in, were worth, there was only one thing to do, and that was to have 250 printed in a shop with a cost system. To have written and said that the price should have been so-and-so, without any evidence, would amount to very little. I must be absolutely sure as to the facts, and publish only what I know is a correct price.

I felt that if only one printer did the job and the cost was published, there might be some criticism passed, and if set from reprint there might be also some criticism, so the writer wrote up two copies in his own handwriting, each as near alike as possible.

One of the copies was handed to a small plant run by two young men doing their own work, but who had an accurate cost system. The job was sent to them as though it was for the picture-show people, with instructions to print "before the first of next week." After they had printed and delivered the job they were naturally surprised to have the writer ask for a record of cost, but with the very best grace in the world they turned to their cost system, and the following is their record of cost:

Stock (minimum charge)	$0.10
Cutting, 10 minutes, at $1	.17
Hand composition, 1:20, at $1.20	1.60
Make-ready, 15 minutes, at $0.80	.20
Running, 25 minutes, at $0.80	.33
Ink	.05
Total cost	$2.45
Profit, 25 per cent	.60
Total	$3.05



Original job — 250 copies sold for $1.



As set in a small shop — 250 copies cost $2.45.



As set by large shop — 250 copies cost $2.35.

A JOB IN THREE ACTS.

From this it looks as if our correspondent should feel highly elated over losing the job — but rather sorry for his competitor at working so strenuously to give away $2.05 to the moving-picture and vaudeville industry. They probably need the money. The job as done by these two young men is reproduced, and it can be plainly seen that it was not set from reprint copy.

In order to be sure as to the cost of the job, the second copy was sent to one of the largest shops in the city having a very carefully kept cost system. To make doubly sure that we would get it right, and have no chance for getting too much time on the job, it was sent over to the shop at 9 o'clock in the morning with instructions to "rush," and have them out by noon, as the show was coming off "to-night," and we positively must have them.

After these instructions, you can imagine the remarks made by the manager when asked to produce his cost

record, and told why the writer wanted it. I only regret I was not up in shorthand, and have a very poor memory, for some of his sayings at that moment are worthy of being kept. Yes, the job was really done on time — but I had to keep away from that shop for some time.

This, however, has nothing to do with the facts as to the cost of the job, which was a " rush " one, and the record showed as follows:

Paper	$0.03
Cutting, 10 minutes, at $1	.17
Composition, 1:15, at $1.20	1.50
Lockup, 10 minutes, at $1.20	.20
Make-ready, 15 minutes, at $0.80	.20
Running, 15 minutes, at $0.80	.20
Ink	.05
Cost	$2.35
Profit, 25 per cent	.60
Total	$2.95

There is only a difference of 10 cents in the price of the job as given by the two shops. The job as set by the large office is reproduced and shows altogether a different treatment; yet the written copy was identical. The two samples are of themselves indications that the plan was fair to all concerned.

The small shop made a minimum charge of 10 cents for stock. This is a very good plan and one that should be carefully followed out. While possibly only 3 cents' worth of stock is used, yet there are tremendous leaks in the matter of stock, and a minimum is advisable.

It took the large shop a little longer to set the job, and it is not quite so well displayed. Possibly it was not used to this class of work, and, being " rush," it was given to the first idle compositor, who set it in a " hurry."

The small shop does considerable of this work, and one of the boys is very good at it. Both jobs are open to criticism as to typography — but we are not going into that. Perhaps one of the students in the I. T. U. Course can reset the dodgers and show how they should look. In fact, all three of the jobs might be better, but comparing the original job with the duplicates, and taking time into account, I believe it took considerable longer to set the original than either of the others — at least a half hour longer. This would add 75 cents to the price that should be gotten for the job.

As in the case of the one thousand 9 by 12 dodgers in the October number, I am quite aware of the fact that this cost looks out of all reason, and I hear right now some printer saying, " Who gets that price? "

" Not very many," I can answer with very much regret. But the fact remains that the prices given here as shown by the cost records are *correct* prices, whether any one gets them or not. I have no defense for the printer with a cost system who does this class of work at a less price; that is a matter for his own conscience. I can truthfully say that the most of the printers with cost systems dodge this class of work, and let the printer without a cost system take it. They know that at the prevailing prices there is absolutely no money in dodgers or handbills — and never has been. More money has been lost on this class of work than on any other, yet for the user it has been a money-maker.

It is rather a coincidence that that which makes money for the customer has almost invariably been a money-losing proposition for the printer.

The correspondent has every reason to congratulate himself on losing the work, and my advice to him would be to put in a cost system and see if a lot more work of the same nature would not be a good thing to lose, too.

Written for THE INLAND PRINTER.

COMPOUNDING.

BY LOUIS HOCHHEIMER.

THE object of this article is not to present any new or ingenious theory on the subject of compounding (word-division by means of hyphens). That has repeatedly been done with abundant learning and commendable industry. Grammarians, lexicographers and other " experts " have laid down sets of rules for our instruction and guidance — and there the matter has ended. No one (including the gifted authors themselves) seems to follow their rules and regulations. Greater diversity of usage obtains in this regard among writers, proofreaders and compositors than in anything else connected with writing and printing. Generally speaking, in this matter of compounding guesswork and caprice seem to hold the place of design and system. No one who has given the least thought and attention to the matter can have failed to perceive this, or to note its ill effect. A few practical suggestions looking to an improvement will here be offered.

In Germany they have a simple method. Irrespective of length or of outward appearance compounds of every kind are almost invariably written solidly as one word. The words brought into apposition to express the compound idea are treated as syllables of the word so formed. Among writers of English, on the other hand, there has been and to a great extent still is an unholy tendency indiscriminately, without rime or reason, to insert the hyphen between the parts of any compound word. The German fashion of almost wholly discarding the hyphen may be adapted to the genius of the *Muttersprache;* but, as for the habit of some writers and compositors in English of littering up their copy with useless hyphens — that sort of thing is not adapted to any language or any kind of writing.

The needless insertion of hyphens must be regarded as a distinct fault in written composition. It detracts from the appearance of the written or printed page, in a measure hinders the reader's ready grasp of the meaning intended to be conveyed and may in some instances obscure that meaning. The use of the hyphen should be governed by the rules applicable to punctuation-marks in general. The sole office and legitimate object of these points or marks is to render the meaning of a literary composition clear to the reader through the perception of the eye. Whatever is superfluous in this regard is an obstacle instead of an aid to ready perception and clear understanding. The entire modern tendency is in the direction of omitting useless punctuation. The matter of compounding should be no exception to ordinary rules.

Compound words may in general be divided into three classes:

1. Those formed by combining primitive words of which each retains, in a measure at least, its separate original meaning.

2. Those similarly formed in which the primitives do not retain this meaning, there being a coalescence in meaning of the several parts, or a nonliteral application of the idea expressed by the separate elements.

3. Words formed by combining a word having a distinct signification with a syllable or particle used merely to modify the sense of the former.

These three classes will, for practical purposes, be designated respectively as " connected " words, " consolidated " words and " derivatives."

To this classification can be added what may be termed occasional compounds, or "associated" words, where, for the sake of expressiveness, normally separate words are combined to give them the force of a single part of speech — for example, up-to-date, never-to-be-forgotten. Such a combination may be wholly arbitrary and original, as in the sentence, "The delegate has prepared a speech with which he hopes to cross-of-gold-and-crown-of-thorns the convention." This class of compounds can at once be disposed of by stating that the several parts must always be united with hyphens.

As to words of the first class above mentioned it may be said that a hyphen should ordinarily be used between the elements composing them, more particularly when each primitive retains its accent. Such are the words attorney-general, deaf-mute, laughter-loving, medico-legal, printing-office, Sabbath-breaking, secretary-treasurer, sewing-machine, tender-hearted.

In compounds composed of *triple elements*, though there may be to a certain extent a coalescence in meaning, or an arbitrary application of the literal idea expressed by the separate elements, the use of the hyphen is ordinarily indicated, especially when the several words retain their original accent, such as man-of-war, mother-in-law.

It is in regard to words classed as "consolidated" that the greatest difficulty of choice between writing continuously and dividing arises. Theoretically the matter can be settled by stating that if the separate elements in reality form *one word*, expressing *one idea* and having but *one accent*, the word should be closed up. In actual practice it is very difficult, if not impossible, to determine in a large percentage of cases when a particular word should be so regarded. The matter of accent, of blending of meanings, of popular usage, of good taste, of effect upon the eye when in print or writing all enter into consideration. No precise directions can be formulated, no authoritative standard set up. Yet something may be done to mend the present chaos and confusion. It can reasonably be claimed, that when the great majority of words of any class or kind, in the practice of lexicographers and the best writers, are written as consolidated, every other word of the same class and kind should follow the analogy. There should be no arbitrary exceptions. *Ne varietur* should be the rule here. Whole groups and classes of words could thus be brought within definite, uniform rules. Such are the following classes of compounds (typical words being given under the various heads).

(1) Words denoting things of the animal or vegetable kind, such as arrowroot, birdseye, blackbird, bloodhound, bulldog, catbird, catfish, dyewood, foxhound, heartsease, jellyfish, ladybird, mockingbird, seagull, sheepdog, skylark, sunflower, swordfish, turtledove, watchdog, whippoorwill, wildcat, wormwood, yellowbird, yellowlegs, zebrawood.

(2) Those denoting instruments, implements, materials for use, furniture, machinery or parts thereof — for example, armchair, bagpipe, billboard, blueprint, bookmark, brownstone, cashbook, centerboard, clockwork, copperplate, cornerstone, crosspiece, doorstep, drygoods, electroplate, firearms, footboard, gaspipe, gatepost, gripsack, guidebook, gunmetal, halftone, handbook, ironware, lambskin, lifeboat, milestone, mouthpiece, newspaper, notebook, oilcloth, rowboat, saddlecloth, sailboat, sandstone, schoolbook, scorecard, scrapbook, screwdriver, sealskin, shotgun, showcase, signboard, sketchbook, stagecoach, surfboat, switchboard, textbook, washstand, wastepipe, watchcase, yearbook.

(3) Those denoting things with reference to locality, occupancy or the like, such as bookstore, cloakroom, clubhouse, coalmine, coalyard, countinghouse, courthouse, darkroom, dockyard, drugstore, glassworks, greenhouse, guardhouse, hothouse, ironfoundry, junkshop, lighthouse, meetinghouse, playground, poolroom, postoffice, racetrack, roundhouse, schoolhouse, statehouse, stateroom, stockyard, waterworks, workshop.

(4) Those referring to persons in respect of occupation, calling or some function or pursuit — for example, barkeeper, billposter, bookbinder, bookkeeper, doorkeeper, floorwalker, gamekeeper, glassblower, gunmaker, harbormaster, horseshoer, juryman, landowner, lawmaker, newsdealer, officeholder, proofreader, ringleader, saloonkeeper, schoolboy, schoolmaster, stockholder, storekeeper, taxpayer, typewriter, underwriter.

(5) In general, any combination of words expressing a single complex idea and having one primary accent, such as baseball, bullseye, bystander, byword, commonplace, copyright, crossexamine, daylight, daytime, dustproof, earmarks, faroff, figurehead, fireproof, foodstuffs, football, fourfold, fourscore, hallmark, horsepower, indoor, ironclad, lawsuit, letterhead, lifelong, lifetime, midsummer, millpond, moonlight, nearby, nighttime, northbound, northwest, oatmeal, onlooker, outdoor, outhouse, outlive, password, pathway, payroll, rainfall, rainstorm, rosebush, rosewater, roughshod, roundabout, sandbar, sandhill, seaboard, seagirt, seaside, seaworthy, seedtime, setoff, shopworn, shorthand, snowdrift, snowflake, socalled, southeast, spellbound, springtime, standby, straightforward, summertime, sunburnt, sunstroke, thickset, thoroughbred, thoroughgoing, thunderstorm, tidewater, trademark, watercourse, watermark, waterproof, weekday, widespread, windstorm, worldwide.

(6) Certain more or less arbitrary, fanciful or alliterative combinations of words and syllables, in common use, accented and treated as single words, such as claptrap, crackerjack, daredevil, seesaw, singsong, slapjack, telltale, tiptoe, nowadays, welladay, wobegone, workaday.

(7) Words formed by the addition of a mere prefix, suffix or particle — for example, antechamber, anti-slavery, aplenty, copartner, interstate, ladylike, nonexistent, nonperformance, nonrepair, subtenant, subtitle, today, tomorrow, tonight, transcontinental, unheardof.

But under certain circumstances the use of the hyphen is indicated in the writing of compounds formed by the addition of a prefix, as where the word following the prefix is a proper noun — for example, pro-Roosevelt, pre-Raphaelite. The hyphen may also be used for clearness or emphasis, as in writing non-ego, pre-convention. Or, it may be inserted as a neat substitute for the dieresis, as in words like co-operate, pre-existing.

In any case, when this is essential to avoid confusion, the syllables of a complex word, regularly written continuously, may be split. Thus, shoemaker is a plain, unhyphenated word; yet, if we wish to speak of a maker of wooden shoes, we must not put him down as a wooden shoemaker, but as a wooden-shoe maker.

The point that I wish to make is, that the constituent parts or syllables of words that form a complete whole, a verbal unit as it were, expressing a single idea, presenting one picture to the mind, pronounced and understood as one word, should not needlessly be broken apart. The hyphen, like any other mark in writing or printing, has its legitimate uses and functions. But the insertion of this particular mark must not be carried to an unreasonable or absurd extent. In, indeed, many instances the elimination of the hyphen as now used (or abused) would be a distinct improvement to the printed page — in point of clearness as well as of neatness.



FLOWERS

The radiance of the starry night,
The glory of the sun,
Distilled are in morning dew
Thy petals to paint on.

From thee the glory of the skies
Reflects in every hue,
And heaven vies with earth in thee
In beauties ever new.

A. H. McQuilkin

Photograph by R. R. Sallows, Goderich, Canada.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Quads and Spaces Work Up.

(1421) "I write you for information. I am a pressman running a cylinder, and for the past two months, on two or three occasions when a form, eight pages up, was put on the press, I had trouble with the spaces, quads and leads coming up. I could not print more than twenty sheets before they were up again. These spaces are very tight because I have trouble pushing them down. It is generally on a page that has a number of cuts. Is it in the lock-up or the pages?"

Answer.— There is scarcely any doubt but that the fault is with the lock-up of the form or that the plates are mounted on blocks that tilt. Sometimes it is the fault of pressmen in underlaying the blocks, and again in clamping the form on the bed and having the chase spring. We believe that you should consult with the make-up man and see what can be done. When you put the form on, unlock it, then clamp it and plane it down and lock it up again. Then plane down again and see if it is sprung. If it is, it is no use going any further until you get it to lay flat on the bed. If any of the blocks tilt or rock and are not lying flat, it is useless to try and print from such a form.

Enamel Bristol Peels when Printing.

(1422) Submits a number of round-cornered enameled bristol cards, printed in black ink. On some of the cards the printing is normal, while on others the ink has peeled the surface of the card even on light-faced lines. The printer writes in part as follows: "The enclosed samples of translucent bristol cards are to show the trouble I am having. One lot printed all right. The other lot would not print under the best conditions. I changed the ink and the rollers and tried it with light and with heavy impression, but the result was the same. Would like to know the cause of the trouble and a remedy."

Answer.— The peeling of the enamel on the defective cards is likely due to a weak sizing. We tested it by moistening our thumb and placing it on the two cards laid side by side. After holding them under pressure for a short time, we found that the card that showed the peeling gave up part of its enamel, while the card that gave you no trouble in printing retained its enamel. The cards with the weak enamel could have been printed without changing impression or rollers by using a softer ink. In a pinch you could use a small amount of clean news ink and add a trifle of bronze-blue to it. This would tend to enliven the tone of the ink. Half-tone black would be better still. If it developed picking, a few drops of balsaam copaiba would soften it.

The Mixing of Inks.

(1417) "What I would like to know is why so much space is given to composition. You only publish one book on presswork and that does not give me completely what I want — namely, in the mixing of inks, the proper amount of dryer, reducer, varnish or other substance to be added to inks, in exact proportions; also the proper mixture of inks to make different colors. If you can give me this information or tell me where I can get it, I will greatly appreciate it."

Answer.—As a rule, special inks are mixed to order to conform to some set condition or grade of paper. It would be impossible to put formulæ into books covering the various conditions a pressman will meet in the ordinary routine of work. Usually an ink is intended for a general purpose. If you desire to modify an ink to suit some special stock or circumstance, you can hardly expect to find a book having formulæ to suit the numerous varieties of stock and forms. The pressman must use judgment in changing the body of his inks, for he can find no exact directions excepting those covering set conditions. In the matching of colors, no exact directions can be furnished owing to the great difference found in inks. For instance, you have a brown ink you wish to match and you look up formulæ for browns. To make a brown one need only have five parts of red, one part black and one part yellow. The formula is correct for a certain shade of brown, but how close does it match your sample? Very far from matching it, for the reason that possibly your sample contained a different red and may be a different kind of yellow ink, yet both are classed correctly as red and yellow. To match a color the pressman must get experience by practicing. He takes a sample, and, if it is a brown, he knows there is red in it at any rate; there may be black also and possibly yellow or green. He tries a small amount of red and puts in a trifle of black and may be a little yellow and works them together; then with the end of his finger he daubs a little on the same color of paper his sample is on and examines both by daylight. This is continued until a fair approximation is reached. How about mixing a large quantity of such an ink? How will he get it matched perfectly, as in the small amount? He runs chances of not striking it, because of the difficulty of getting exact quantities of each color. Then how will a pressman ever become proficient in this work? Only by practice and by weighing out his colors, where he must be exact to a fine point. If you desire to know some of the foundation facts in regard to color as applied to printing, read "Color and Its Application to Printing," by Andrews. This book treats the mixing of colors and color-matching in a comprehensive manner, and will furnish you a solid basis for studying the problems you have outlined in your letter. A booklet that will interest you is "Ink Secrets," which will be sent to your address free on application to Philip Ruxton, Incorporated, 290 Broadway, New York; also another booklet entitled "Printing Ink Offset and Picking," for which send to Charles Eneu Johnson & Co., 509 South Tenth street,

Philadelphia, Pennsylvania. We have the "American Manual of Presswork," price $4. This book gives two hundred practical ideas by pressmen, and has over one hundred illustrations. Every pressman should read it. "Color and Its Application to Printing." Forty-seven illustrations. Price $2.

Flysticks Soil Paper.

(1418) A Canadian pressman writes: "I am working on a drum-cylinder press, bed 50 by 35, which is built for newspaper work. We have but one cylinder, and I am doing all work that comes along on it with good results as far as the printing is concerned. I have no kick on the press. I do a lot of book and plate work on highly enameled stock. I always get good printing results, but the stock gets marked on the delivery. Could you suggest anything that would remedy this. I have tried the star-wheels and experimented in other ways, but with unsatisfactory results. I am quite aware that this press is hardly suitable for this class of work, but as we have only one cylinder I am trying to get away with this trouble as well as I can under the circumstances, hence this letter."

Answer.— We regret that we are unable to offer any suggestion that will remedy the evil permanently. You may obtain some relief by rubbing chalk or magnesia on the flysticks. But, of course, this is a temporary expedient only, for as soon as the material has absorbed enough ink from the preceding sheets it will mark those that follow, so the chalk or magnesia will have to be rubbed on frequently. Use stick chalk or magnesia blocks. The latter are quite cheap. Possibly some of our readers are able to offer suggestions where a rear-delivery press can fly out sheets without marking them.

Labels Offset and Stick Together.

(1419) Submits a section of a label printed on a solid yellow surface in red from a solid plate 6 by 8 inches, with one line of open letters. The inking of the sample is uniform but slightly mottled. Possibly the ink was weakened too much with Japan or other medium. The pressman writes: "I enclose sample of a three-color job, the first color, yellow, being lithographed. The red does not lay smooth on the yellow, and offsets badly, sticks, etc., and if I carry the color light the yellow shows through. Can you tell me how to remedy it? There was plenty of impression on the plate."

Answer.— In work of this character you should first procure a suitable grade from your ink-dealer. He will know the grade best suited to the job and will see that its working qualities are right. You will scarcely have to add even a drier. To accomplish this you should submit to him an impression of the plates and a sample of the paper, and state how many are to be printed. These preliminaries will save you much time and will assure you a more finished job. This class of work should be spread out thinly in racks, for if you print one solid plate upon another you are almost certain to come to grief if you stack the paper, for the weight of less than one hundred sheets will sometimes cause stock to adhere in a solid mass. You should carry much more impression than appeared on the sample.

Oil from Ink Goes Through Paper.

(1450) Submits a sheet of antique cover-paper printed with a solid border, three ems in width, in olive-green ink. There is a stain on the back of the sheet, presumably from oil in the ink. The printer writes: "Enclosed find a sheet printed with mixing white, costing $1 a pound, combined with fine light olive ink. There was no 'dope' of any kind put in the ink. Why did the varnish or the oil go through the paper? Is it the fault of the paper? Please tell us how to overcome the trouble."

Answer.— We wrote that we were unable to tell why the varnish went through the paper, without having a sample of the ink used on the job, and asked for a small quantity of the ink to make a test. Having received no reply to our letter we are under the impression that oil or vaselin may have been introduced into the ink without the printer's knowledge. As the ink referred to is made by a reputable firm and is universally used for tints, we can not see that it is at fault. The trouble is not characteristic of paper, so that element is eliminated from the controversy. In several instances we have known of ink houses and paper-dealers being made to suffer loss owing to the carelessness or inexperience of pressmen in handling inks. We have in mind several disputes in which our opinion was sought to determine, if possible, the cause of the trouble. After exhaustive analysis of the materials submitted, we have found the pressmen at fault with one exception. Carelessness and lack of foresight seemed to have been the ruling factors that contributed to the faulty printing.

What Are the Physical Characteristics of Offset Printing?

(1443) F. E. M. submits six specimens of printing, nearly if not all of which are boxmakers' labels, and writes: "(1) Will you let me know if any of these are lithograph prints? (2) If so, how can you tell them from offset and other printing? (3) Can steel-die printing in two colors be done at one operation? (4) We imprint a line occasionally on the Samosset sample which will fade out in a few weeks so that it is almost illegible. What is the reason for it? (5) What are the principal uses to which transparent white can be put? Is it useful?"

Answer.—(1) Four of the prints are typographic and are produced by the three-color process. The lady's head is a lithograph, the roughened effect being given on a roughing machine after printing. Process printers can tell at arm's length whether a print is typographic or litho. This power of perception is due to mental training, and is highly developed in some individuals. (2) It is not difficult to determine the difference between a typographic and a lithographic impression. The ink dot in typographic printing is invariably spread or squashed out, while in lithographing work it is deposited in a fairly uniform film. The hair-lines in lithographic work, on all but smooth stock, when looked at through a magnifying glass, appear more ragged than those in printed work. The impression-marks may be visible in printing, or vignette half-tones may be ragged; not so in lithographs. The distinguishing marks of offset printing are easier understood by the layman by comparison. Take two known specimens of lithograph work — one from a stone and the other an offset. Fold the sheets across a part of each specimen that exhibits lines or shadows of equal strength. Place the folded parts in contact on a flat surface, and examine under a pocket magnifier. It will be noted that the lines of the offset specimen are sharper, even on bond or linen papers. (3) It is not practical in one operation. (4) We can see no reason for a printed impression fading on the sample you send. Regret you did not enclose one that had faded. Send a specimen sheet to your ink-dealer, enclosing a small quantity of the ink used, and he will advise you how to overcome the trouble. (5) Transparent white is possibly magnesia. It is especially valuable as a tint to print over other colors or black. It is cheap and works smooth.

COST AND METHOD

BY BERNARD DANIELS.

Distributing the Overhead.

One of the greatest bones of contention between the advocates of the various cost systems that have been prepared for the printer is the distribution of the so-called "overhead burden" or expense. So great has the argument been at times that the poor printer has been deterred from installing a good system because he wanted to wait and see who was correct. Consequently the system advocates have defeated their own purpose by the very means they used to bring it about — their aim being to introduce their own systems only.

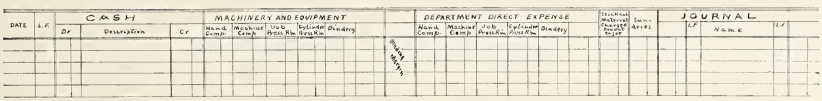
Now, we fully believe that any system that will show the printer his actual hour cost in each department will make money for the man who uses it in his plant; or rather, show him how to make it. But we also believe that the "overhead" has been made the packhorse of those installing systems who were unfamiliar with the details of the printing business by charging to "general expense," misnamed by them "overhead expense," a number of items that should have been charged to department-direct expense and thereby carried by the departments in which the expense originated and not prorated over others that were not benefited.

Naturally, the easiest way to dispose of any item that is not directly and wholly used in one department is to say that it goes to general expense; but this is not any nearer the correct way than it would be to charge an invoice of paper for stock to general expense because it would be used on a number of jobs which would all have composition, presswork and binding, and therefore go to each department.

One reader suggests that such items should go to stock account and be charged to the departments as used. This would provide a means of arriving at correct results in a plant large enough to carry such a department with a stock clerk in charge, but would not do for the small plant without sufficient business to warrant the extra clerical force.

Another suggests that it does not make much difference, so long as the item is charged somewhere, and included in the cost of production. He also is wrong, as any item not charged to the correct department or machine reduces the apparent cost per hour of that department or machine while it unduly increases the hour cost in the department to which it has been wrongly charged, and this increase may be so great under some conditions as to cause the loss of a job that was largely composed of the labor of the department so increased in cost.

When first starting the cost system in a printing plant it is sometimes necessary to allow certain items to go into the "general expense" column because of the fact that the records of their purchase were made, or part of the original quantity had been used prior to the beginning of the system; but it should be the aim of the man installing the cost system to impress upon the printer, and the printer himself should realize that the more carefully and exactly kept the records are, and the more certainly every item is charged just where it belongs, the sooner he will make money because of his cost system, because he will have faith in its finding from the fact that he knows there are no places where guesswork is allowed to creep in. He must bear in mind that costkeeping and bookkeeping must go hand in hand, that they are sciences and must be used as such — accurately.



Suggestion for a cash-book journal, showing how expense items may be easily charged to the proper department. The reproduction is small owing to lack of space, but the headings may be read easily by using an ordinary reading-glass.

Perhaps you are now saying: "That is all right, but how is the little fellow, who can not afford an expert accountant for bookkeeper and a stock clerk, going to get this scientific accuracy?" Well, one way is to keep a cash-book-journal in which all expenditures are entered and charged to the department for which they were purchased or divided between departments if necessary. The accompanying diagram gives a crude idea of such a journal and the method of using it, and is one that requires very few additional figures to be made. Each cash purchase and each invoice as received are entered in the journal columns as usual and carried out under the department headings to show their distribution, so that at the end of the month the footings of the columns will show the direct expense for each department, which can be carried at once to the 9H form or other similar forms used for final analysis. Such items as rent, power, light and so on that are specially provided for in the 9H form may be carried in the journal without division and not included in the department direct-expense totals, but the result will be the same if they are correctly divided.

The blank here given is not intended to show the most complete or approved form, but to show how the idea is to be carried out. There may be any number of departments

or subdivisions that the user may consider necessary. We only show a few to illustrate the principle in the hope of inducing the printer to be more accurate in his division of expense items, and causing him to realize that the so-called "overhead" or general expense should contain only those items which are really indivisible, and not be made the dumping-ground of the cost system as the composing-room has been of the mechanical plant.

The adoption of this system of charging everything to the department directly benefited by it will make you feel that your cost system gives you accurate figures of real cost and stiffen your backbone to demand your rights when your customer disputes your price or when the shopping buyer tries to get you to reduce your estimate.

About or Exact.

One of the first things that comes to the surface when one attempts to discuss cost and methods with his fellow printers is the wide difference that seems to exist in their minds as to the degree of exactness required in costkeeping to make it valuable.

There was a time not so long ago when anything "about" or "near" right was considered good enough, and when any method of timekeeping that accounted for all of a man's time was all that was attempted, and it is surprising how many printers still hold to this idea and refuse to consider the division of the work into numerous units and the taking of the time for the units of a particular kind for each job.

For instance, one such recently told an ardent cost-system advocate, who was urging him to install a correct method, that "so long as he got the time a compositor put in on the job and charged it up, that was all that was needed." Composition — that compound operation of many simple ones — was to him a concrete whole which he had no desire to dissect; yet his plant was notably poor in the management of that department, and more picking and more pi were to be found in it than in most plants twice its size. Of course, the whole business was run on the "about" plan, and periodically he was about crazy making arrangements to meet his pay-roll and accounts payable.

Perhaps you, reader, may be in this class or may know some friend who is. Then why not consider the other side of the picture, and be convinced of the fact that to be "exact" is to lay the foundation for prosperity, especially in costkeeping? Get rid of the idea that all exactness means unlimited "red tape" and trouble, and that your hands will not stand for it; for such are not the facts. When the reason for exactness once enters your mind so fully that you can go to your people and tell them that the necessity for exactness is that you may be properly paid by the right person for the work done for him and that you may be enabled to know just where their troubles are in producing the work so that you may be able to remedy them by providing better facilities, you will find that it really costs less to be "exact" than "about."

How can you be exact without cost? That is not what we said; it will cost less to be exact, but you will know what it costs and know it exactly; whereas you do not even know "about" what your careless ways are costing you.

Take the composing-room, for example. You know how much you pay your compositors, proofreaders, distributors, foreman, etc., but do you know just how they employ the time you are paying for? Do you know how much of it is actually productive, or whether that job for Brown & Co. last week could not have been done in less time if you had larger fonts, so that the best compositor and the boy would not have had to spend several hours hunting sorts and pulling slugs? Didn't do it! Oh yes, they did, and have done it often before and will continue until you decide to become exact and place in your composing-room a list of the various operations that a compositor may have to perform and have him put down the *exact time* he spends on each of the many little operations that enter into a job of composition from the time the copy reaches the composing-room until it is passed along to the pressroom and safely on press.

As we write we have before us a list of some forty items that a compositor may divide his task into and some of which you will not get paid for except indirectly should you keep an exact cost system. For convenience this list is divided into three classes: Those that are chargeable or which the customer must pay for; those that may be caused either through fault in the plant or by caprice of the customer; and those which are merely auxiliary operations and not directly chargeable. That you may see what these are and if possible add to them we give the list as follows:

HAND-COMPOSITION DEPARTMENT.

CHARGEABLE TIME.

Hand composition.
Hand ad. composition.
Customer's alterations — hand.
Make-up.
Press lock-up.
Foundry lock-up.
Registering forms.
Dividing for colors.
Inserting linotype customer's alterations.
Collating or assembling linotype matter.
Collating or assembling monotype matter.
Cutting linotype slugs.
Cutting special material for specific job.
Arranging in alphabetical order.
Preparing index.
Arranging copy and cuts.
Special proofs for customer.
Mounting cuts.
Trimming and squaring cuts.
Caring for live matter.
Packing and boxing customer's cuts.

CHARGEABLE OR NONCHARGEABLE TIME.

Making changes or corrections on press.
Inserting linotype office corrections.
Editing copy — and preparing copy.
Checking ads.
Miscellaneous.

NONCHARGEABLE TIME.

Office corrections.
Changing bad letters.
Changing bad letters or characters on press.
Relocking forms.
Hunting for sorts.
Hunting for lost pages, electros, cuts or other things.
Cutting material for general equipment.
Distribution.
Proofreading.
Holding copy.
Revising.
Proving galleys.
Extra work caused by accident.
Laying cases.

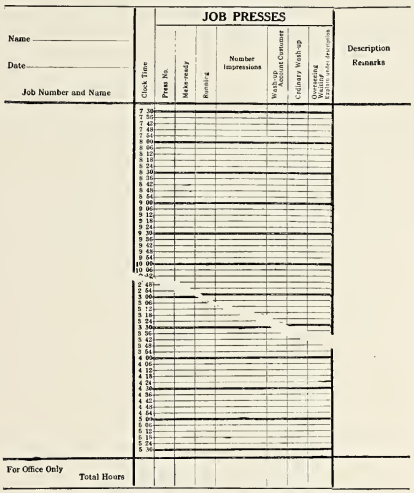
Now, if through an exact time-recording system (not necessarily an expensive clock) you could know just how much time each of these units of operation took in a month in your plant, you would find some method of reducing them to the lowest amount. The nonproductive because every reduction here means money in your pocket; the productive because the greater efficiency gained would enable you to make a profit on those jobs you are now just about splitting even on.

As we have previously stated, the first requisite of the successful cost system is accuracy — exactness — in the

daily time-ticket and as minute a division as possible into the basic units of operation.

But do not let this deter you from starting your cost system, even if you have a small plant, and do not think you can record all the units. Be accurate in what you do record and see that your groups are all productive or all nonproductive items.

In December the Cost and Method department advised you to make a card-index inventory as a basis of your cost



Reproduction of time-ticket requiring only a pencil line and a few figures to record work done.

system, and now we advise you to provide an exact method of recording your sales of time, for that is what your time-ticket amounts to — a record of sales of time in small units that you buy in bulk.

Upon that inventory will be based a large part of your overhead costs, and upon this time record a considerable part of the manufacturing costs of each job.

Of course you will need a different set of operations and numbers for each department, and if a sufficient number of our readers desire it we will be glad to give such a list.

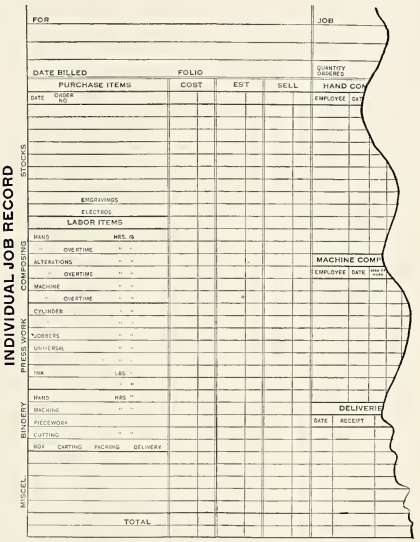
Meanwhile we reproduce in this column a time-ticket that only requires a pencil line and a few figures to record each unit of work done by the workman.

Estimated Versus Actual Cost.

One of the great advantages of an accurately kept cost system, even though of the simplest form, is the opportunity it gives the proprietor or foreman of a plant to compare his estimated cost of production with the actual and real cost of doing the work.

This is a valuable educational feature that many printers lose sight of, and one which by a little regular attention can be made the means of forming an accurate judgment of average production and values. Every estimator should make it a regular habit to compare the shop records of the work on which he estimates with his preliminary figures, and where there is a discrepancy to analyze the thing to its lowest unit of detail and find out why he did not estimate more correctly.

Some plants have in use job records that have a place for transcribing the items of the estimate in such a manner that the comparative figures will be in approximate columns; others have their record on charge sheets arranged in similar shape so that comparison is easy; but by far the largest number do not give the matter the attention it should receive and only look up the estimate when the total cost exceeds the estimated price, or so closely approaches it that profit is greatly reduced. This is a grave mistake. Every job going through the plant should be accurately timed in each department and the job-record sheet should show the time estimated, or the price of it at the standard rate; the time actually consumed and its cost at the standard rate; and the actual selling price of that time. This will not take very long if your record sheet is designed for three columns of figures, and the estimate is recorded on the sheet when the order is entered up; the actual time recorded each day as used and the prices carried out by the cost clerk, who can do it in a very short



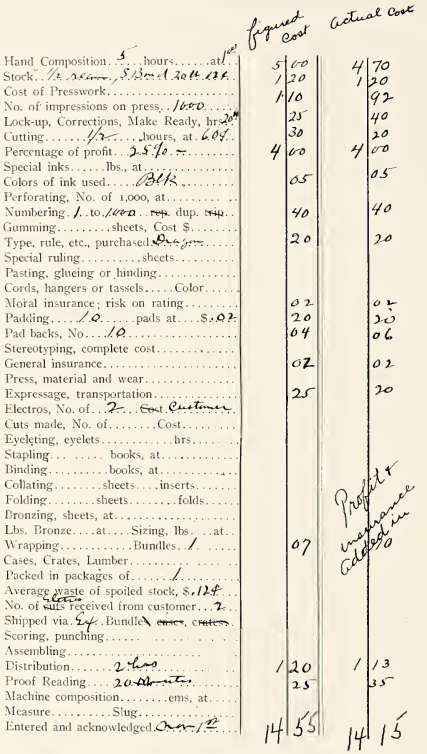
Portion of a job-ticket showing columns for cost, estimated price and selling price of each item.

time if provided with a schedule of hour rates and their multiples. The actual selling price will be the only thing that the proprietor or manager will have to enter, as that is the only figure about which there can be any difference of opinion. This thought has been brought out by one of our correspondents who sends a sample of a little memo blank on which he records the estimated and actual cost of each item of each job passing through his plant, but he omits the third, or selling-price column, which would make it complete. His idea is good, but he does not carry it far enough.

Another thing about such a list, it should follow the logical sequence of operation, so that each will come in turn and those related be found together. To illustrate

this we give a portion of a job-ticket containing this feature.

We also give a reduced facsimile of our correspondent's blank, which may be used as a suggestion to those who desire to keep such a list on a separate sheet or in connection with their estimate rather than the final charge.



Facsimile of blank showing columns for estimated and actual cost of each item.

The Decimal Subdivision.

Modern civilization has had handed down to it a duodecimal subdivision of units of measurements of distance, time and money that it has found hard work getting away from, though it is gradually accomplishing it and all but one nation has succeeded as far as money is concerned, but we still have our foot of twelve divisions and our day of a double twelve hours, each of sixty minutes or five twelves—or perhaps we should say twelve five-minute periods — to bother us in our efforts to simplify costkeeping. Our clocks are arranged for this and at first it seems impossible to get away from it, but if you will examine closely a time-ticket arranged for this purpose by placing a column of figures down the side or across the top according to which way it is used, as shown on another page, you will readily see how easily you can do the trick and convert the divisions of the hour into decimals, and once you experience the convenience of figuring the decimal parts of the hours and carrying the figure in addition or multiplication you will not be easily persuaded to go back to the five-minute period. As a unit for a minimum charge or minimum variant the six-minute period is certainly small enough to satisfy any one and accurate to a degree beyond necessity, as even with presswork on a large cylinder at $3 per hour a variation of 30 cents is surely small enough, and when we come down to the cheap labor, with its 60-cent or 75-cent hour, the six or eight cents difference is almost too small for ordinary work. Try the decimal division of the hour, and talk it up with your fellow printers so that it may become general in the trade and you will be helping to hasten the adaptation of scientific methods to the printing business.

Normal Production.

Many printers have based their expectations as to the amount of product that they ought to get from their machinery upon the fairy stories of the salesmen who quote, in all good faith, the phenomenal production in some plant working on a specialty with help trained to handle it in the least possible time, and when the records of their newly installed cost system show up an average production of possibly two-thirds and perhaps only one-half of the record run shown by the salesman aforesaid they are convinced that there is something wrong about the cost system and are almost ready to stop right there. Then when a second and a third month's report comes down showing the same results they "go for" the man in charge, and want to know why he is not getting the product out of those presses or other machines. Perhaps the foreman will show that the machines are running at about the speed called for, and as fast or faster than the operatives can handle them, and that the fault is not in the shop.

If he is wise in his day and generation, the proprietor or superintendent will then do what he should have done at first: inquire around among the users of the same kind of machines who have cost systems and find that the normal output of those machines is quite a large fraction less than what the glowing tales of the salesmen led him to imagine—imagine — that's the word. The records given were true and could be duplicated under the same conditions, but they were so placed before him that his imagination ran away with him and he did not stop to consider that if such were the daily records they would not be carried around as show pieces, and to ask for the average annual output of the machines in offices similar to his own.

Having gone up in the balloon of imagination he has had a fall and some of his ideas are shattered, but nothing serious. He soon learns that the cost-system figures are true and begins to look for leaks and stops them until he has reached the normal production that can be looked for in a plant like his. Then, and not until then, he has a basis upon which to figure and make prices that are fair to himself and his customer.

More money has been lost by optimistic figuring on abnormal output of men and machines than by any other single error in the printing-office. After your cost system has been in use for six months it will be a guide not only to cost but also to efficiency, and will show just where to make improvements to increase efficiency and raise the normal output, and you should not be satisfied until your production is just a little better than normal both in quantity and quality.

BOKOO GARMENT.

Perfectly tailored — made to meet the demands of fashion — on or off in an instant — only two buttons.— *From an ad. in the Illinois Theater Program.*



Conference of Photoengravers at Philadelphia.

The Philadelphia Manufacturing Photoengravers' Association has called a conference of the photoengravers of the Middle and South Atlantic States, to take place in Philadelphia, Friday and Saturday, February 7 and 8, for the purpose of getting together to remedy problems confronting the trade, and to endeavor to stop unfair competition and correct the many abuses which hamper the success of the photoengraving business as an industry.

These are matters of vital importance and indications are that this conference will result in lasting benefit to the photoengraving fraternity in general.

New York Master Printers' Association.

The regular monthly meeting of the New York Master Printers' Association was held Thursday evening, January 9, 1913. After the usual order of business, the annual election of officers took place with the following result: President, C. Frank Crawford; vice-president, Paul Overhage; secretary, William Kiesling; treasurer, R. J. Stein. Executive Committee: Charles Edgar (chairman), R. A. Hoffman, J. A. Shufeldt, C. E. Ruckstuhl, W. A. Ogilvie, Walter Knerr, M. J. Pendergast.

During the past year the association provided monthly lectures which have proven to be of great benefit to the membership, and the fact that 170 new members have been added during 1912 proves beyond doubt that the good work is being appreciated by the printing trade in general.

Colorado Pioneer Printers Hold Annual Banquet.

The Colorado Pioneer Printers' Association held its annual banquet on Monday, January 13. It has been its custom to hold this event on the anniversary of Benjamin Franklin's birthday, but as the annual meeting of the State Editorial Association was to be held on the morning of the thirteenth, the printers changed their meeting to the evening of that date and invited the editors to be their guests. About one hundred and sixty of the old-timers and their guests were present and listened to stories of the early days. Letters were read from many who were too far away to attend. Walter Juan Davis, one of the old-timers, was toastmaster. Governor Shafroth was one of the speakers, and after keeping the diners in good humor for some time he portrayed the power of the press, its editorial power in politics, and the power the printer has had on civilization. Governor-elect Elias Ammons, an old-time printer, having worked at the case in Denver during the seventies, sent a message to the meeting as he was unable to be present.

Ben Franklin Club of Chicago.

The January meeting and supper of the Ben Franklin Club of Chicago was held in the Gray Room, Hotel Sherman, January 16. The officers were completely taken by surprise when they found the attendance was considerably in excess of their expectations, necessitating the addition of several tables.

The reading of the annual reports showed the club to be in a flourishing condition in every way. Mr. Miller, the retiring president, installed the new officers and board of directors. W. J. Hartman, so well known to all Ben Franklinites, is again president. The other officers are as follows: John W. Hastie, vice-president; Julius C. Kirchner, treasurer. Board of directors: J. I. Oswald. T. F. Walton, G. S. Thompson, D. Boyle, J. J. Miller, E. W. Kirchner, E. F. Hamm, M. H. Kendig, J. A. Singler.

The executive board appointed Frank R. Brines as secretary to fill the place of Grant Chandler, resigned. Mr. Brines was formerly engaged in general organization work in Philadelphia.

Following the installation of officers, Alexander Thomson, sales manager of the Champion Coated Paper Company, gave a most interesting and instructive lecture on the "Manufacture of Paper," illustrating his talk with about fifty stereopticon views showing the different stages of papermaking, from the raw product in the mountains to the finished product as it is shipped from the mill.

Seventeenth Annual Meeting of the Buckeye Press Association.

The Seventeenth Annual Mid-Winter Meeting of the Buckeye Press Association will be held at Chillicothe, Ohio, Thursday and Friday, February 27 and 28, 1913.

Thursday afternoon will be devoted to addresses relating to costs in the printing-office, under auspices of the Fifth District Division, Ohio Printers' Federation (Cost Congress).

Thursday evening a complimentary banquet and ball will be tendered to the Association by the Chamber of Commerce, of Chillicothe, in the handsome new assembly hall of the Order of Elks, where the business meetings of the association will also be held. Governor James M. Cox, one of Ohio's successful newspaper publishers, will be one of the speakers at the banquet.

Friday morning will be devoted to visiting the various local business and industrial enterprises of the city. Chillicothe was the first capital of Ohio, and there are many places of historic interest in and about the city to be visited.

The Chamber of Commerce and local publishers and printers are exerting every effort to give all visitors a royal welcome and extend generous hospitality.

Friday afternoon and evening will be devoted to papers, addresses and discussions of subjects of interest to publishers. It may be necessary to extend the meeting over to Saturday, and all members should be prepared to stay at least until Saturday noon.

Every progressive publisher and printer in Ohio should make plans to attend this meeting, as there will be much of interest and profit to each one. Those not members of the association are invited to attend and become members and share in the benefits to be derived from such an organization.

Annual Election of the Philadelphia Club of Printing House Craftsmen.

About one hundred members of the Philadelphia Club of Printing House Craftsmen partook of a most sumptuous dinner at the Continental Hotel, on January 9, 1913. The occasion was the regular monthly meeting and dinner, and also the annual election of officers of the club.

Owing to this being election night, the club did not secure one certain speaker, but instead Mr. Stinson, the retiring president, called upon some of the acknowledged authorities in the various crafts, who are members of the club. Among those called upon were John R. Bevan, who gave an interesting talk on "The Relation of the Engraver to the Printer," calling the attention of the pressman to the necessity of knowing more about plates and their make-up; and also Ralph Ezekiel, of the Feister-Owen

Press, who spoke on "The Relative Value of Speed and Efficiency." Other speakers were Harry Wigo, of the Curtis Publishing Company, and Samuel Shearer, of the Beck Engraving Company.

The secretary's report for the year showed that the club was in a most healthy condition, both financially and numerically. The officers elected for the ensuing year were: President, Halver T. Sorensen; vice-president, Harry Wigo; treasurer, Harry A. Sackett; secretary, Norman E. Hopkins. Board of Governors, Samuel R. Carter, Adam M. Joyce, John R. Bevan, A. D. Lake, George S. Dunkelberger, Wayne S. Shantz.

Mr. Sorensen took the chair and gave a short outline of the work for the coming year saying, "It is my expressed belief that a greater good can be done this year than ever before as there is a closer feeling of harmony and good comradeship throughout the club, and if we had more evenings devoted to the discussion of the difficulties arising, by men who could give their practical solution, as was done this evening, a greater good for all concerned would result."

The meeting was then turned over to the Entertainment Committee, who had prepared a most elaborate program, among the talent being a singer from the Metropolitan Opera Company.

Annual Dinner of Machine Composition Club.

The Machine Composition Club of Chicago deserves more than passing mention for its organization activities. It has been and is one of the most effective employing printers' associations in the country. With a membership of about thirty concerns, weekly luncheons are held throughout the year and are attended, on an average, by about seventy-five per cent of its members. Various questions affecting the welfare of the trade are taken up and earnestly discussed, and many abuses have been done away with, to the lasting benefit of the entire craft.

On Tuesday evening, January 14, the club held its annual election and dinner in the Gray Room of Hotel Sherman, and no more enjoyable or interesting meeting was ever called together by employing printers. The dinner was complimentary to the machine-composition trade, and there were more than fifty in attendance. A feature which added greatly to the pleasure of the occasion was the Intertype Quartette, whose services were donated by the International Typesetting Machine Company. The singing was superb, and the quartette was highly praised by the diners.

The guests of honor were Dr. Howard S. Taylor, representing County Judge Owens; County Attorney Carl R. Chindblom and members of the trade not affiliated with the club. Doctor Taylor and Mr. Chindblom were the chief speakers and assured the assembled printers that so far as it was within their power to bring it about there would be no further necessity for complaints as to the manner of letting public printing contracts. Last year's registration list had been let to a printing broker, and the club made complaint to Judge Owens, who promptly recognized its justice. Doctor Taylor declared that, speaking for the Judge, in the future none but bona-fide printers would do printing for the Board of Election Commissioners, and Mr. Chindblom, while stating that he held no brief for the County Board, assured the printers that the same policy would be effective in that body, declaring that all public printing for Chicago should be done by Chicago printers, and that it was an injustice to the taxpayers to send it out of the city or have it turned over to a broker. A vote of thanks was given the speakers.

Other speakers were W. J. Hartman, John W. Hastie, Henry Allen and William C. Hollister, who spoke encouragingly of the splendid work being accomplished by the Composition Club and other printing-trade organizations.

Preceding the election of officers Secretary Chittick read the minutes of the previous weekly meeting, a feature of which was a poem which had been read at that gathering in honor of a member — Jerry Cox, of the Chicago Typesetting Company — who had recently returned from a wedding-trip. As Mr. Cox had been a confirmed old bachelor, J. I. Oswald, of the Blakely-Oswald Company, believed the event deserved some notice of the club, and presented Mr. Cox with a handsome bouquet of roses, in the name of the organization, reading the following verses which he had composed for the occasion:

HOW TO BE HAPPY, THO' MARRIED.

Dear little Jerry,
Do try to be merry,
Though liberty's gone.
To be happy, tho' wed,
Is a task, it is said.
No! can it be done?

You gave us the slip
'Twixt the cup and the lip,
And thought it was fun.
But we will forgive
If you promise to live
For the girl you have won.

Our love to the Mrs.
We throw her of krs.
A good half a ton.
Take home these fresh flowers
To brighten her hours,
You son-of-a-gun.

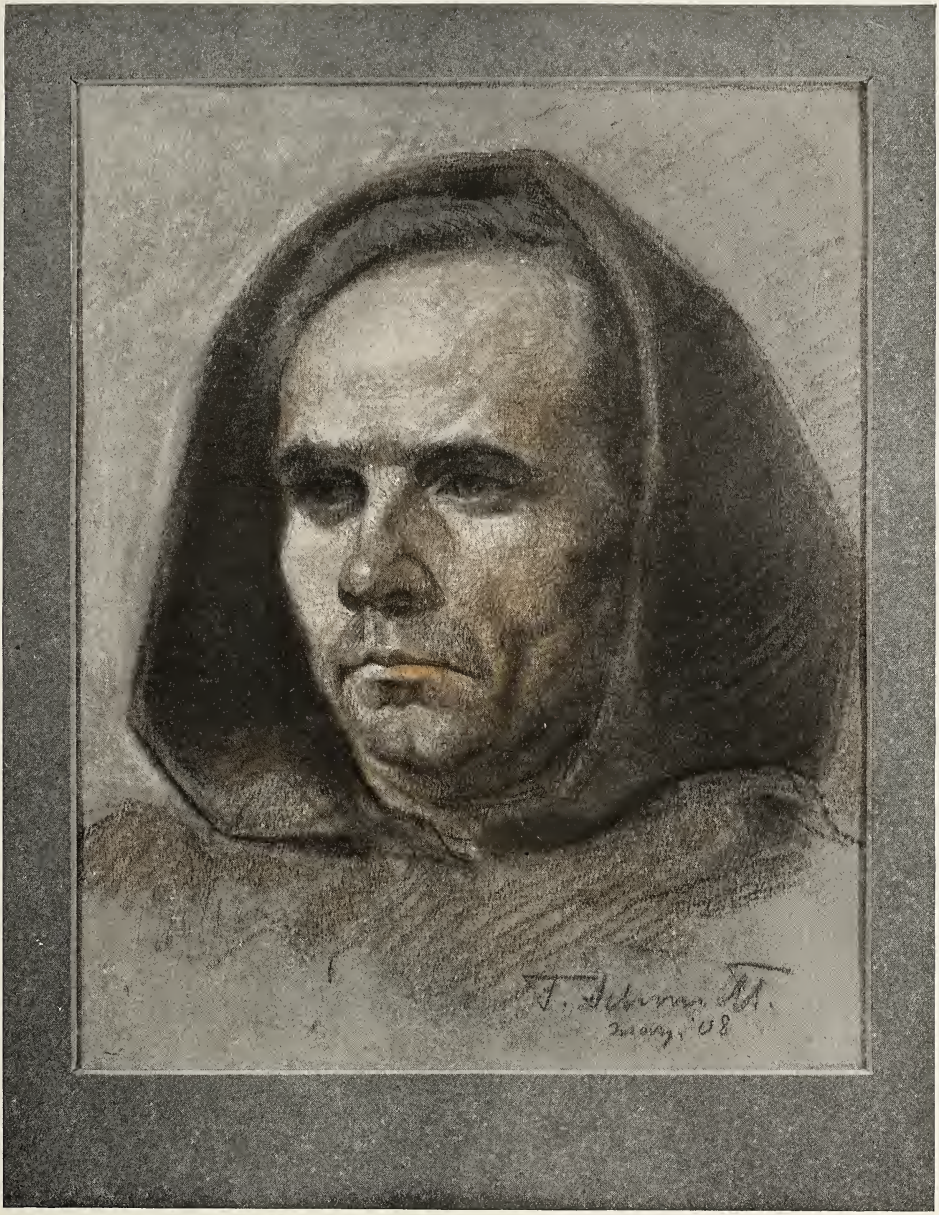
In appreciation of this effort Mr. Oswald was made poet laureate of the club.

President Peterson acquitted himself with distinction as the presiding genius at the dinner and meeting, and in recognition of his ability as a presiding officer, and his fidelity to the cause for which the club stands, he was rewarded with a reelection for another year. Other officers were reelected as follows: Vice-president, D. W. Matthews; treasurer, L. M. Cozzens. As a mark of respect and love, an extraordinary office was created for Mr. Miner, who was made dean of the organization.

Before adjournment a rising vote of thanks was extended to Secretary Chittick and the Intertype Quartette for the splendid program provided.

THE QUESTION OF RENT.

I am now frim you renting a place which has got it a rent with $15 per month, which is enough that I should pay with nine children and a woman, who is the mother of the nine. She is also my wife. I am from you now got it a notice which tells it to me that I shall after and on the first day of November pay it toy you the sum each month thereafter three dollars more the month besides the $15. I am asking you like a gentlemans how do you think I should do it. A friend of mine is paying for the same kind of a place with a saloon downstairs only $14, while from my house to a saloon it is two blocks yet. So your place is not such a convenience. I would if you would please give it to me for the same rents like what it is I should say I would never move. Would you please be so kind and answer this letter hoping you will see the same as me, I remane.—*Picked up by B. L. T., Chicago Tribune.*



THE ANCHORET.

From a painting by F. Schmidt, Palette and Chisel Club, Chicago.
Duotone engravings by the Globe Engraving & Electrotype Co., Chicago. Printed by The Henry O. Shepard Company, 632 Sherman street, Chicago.

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

All-around Printer.

(1463) Thorough printer of many years' experience on all classes of work coming into the composing-room, commercial as well as catalogue work and blank-books, knows sizes and grades of paper and other printers' stock thoroughly. Familiar with cost systems and can estimate on work and wait on customers. Can take entire charge of manufacturing department and manage help economically. Married. Total abstainer. Nonunion. Will accept reasonable salary.

Printer Wanted to Take Charge of Job Department.

(1464) Large trade-paper in the East is installing a printing plant of its own and is looking for a job compositor of initiative and originality to take charge of that department. It is their idea to produce only the highest class of printing. The man must know the modern cost system perfectly and be able to install it. He must be able to set the ads., at first. The plant will be entirely new and modern. Inquiry and investigation are solicited.

Superintendent or Manager of Printing Plant.

(1465) First-class printer of over thirty years' practical experience in the printing business in all its branches is seeking an opening as superintendent or manager of a printing plant, or as salesman for some printers' supply house, selling to the printing trade, either machinery, type, paper, ink or anything used by the printer. Owned a job business for ten years, sold to new corporation and took the superintendency of new plant. Holds excellent record as expert printer in State Comptroller's office of New York State. Excellent references.

Well-equipped Printing Plant for Sale.

(1466) In a county-seat town in Illinois, there is for sale a small printing plant, admirably equipped for one or two men. All material at hand necessary for brief and abstract work, of which there is considerable done at present, most of the material in the office having been in use less than one year. Ideal location. College town. Good opening for young man of small means.

Stereotyper and Web Pressman.

(1467) Stereotyper and web pressman of seven years' experience would like a position on a small daily in an eastern town. Good references.

College Graduate Seeks Opening in Publishing Field.

(1468) Young college graduate, twenty-two years of age, of good appearance and possessing excellent habits is trying to obtain a position in some branch of the publishing business. He feels thoroughly qualified to do reporting, understanding modern newspaper methods. Through editing the college paper he obtained much experience in correcting copy, reading proof, make-up work, and possesses a good knowledge of typography, orthography and the rule of punctuation. Has had several years' study in Spanish, French and German, history, sciences, etc. Prefers position in or near New York, but will leave that city, if necessary. Salary a secondary consideration. Twelve dollars a week in New York city. Fifteen dollars elsewhere.

Linotype-machinist Operator and Two-thirder.

(1469) Young man, twenty-seven years of age, who has just completed a course as a linotype machinist-operator, also a two-third job compositor, and a student of the I. T. U. Course of Instruction in Printing, would like to hear from any printer who can use an ambitious hard worker anxious to advance every day. Able to make ready and feed. Will go anywhere in the United States. Nonunion. Moderate salary.

Folder Operator.

(1470) Young man, twenty-seven years of age, with seven years' bindery experience, would like a position as operator on one or more folding machines. Would also take charge of a bindery doing catalogue, pamphlet and publication work. Willing to do any work around the bindery, such as trimming books, jogging, tabbing, handling stock, etc. Will go anywhere east of the Rockies. Nonunion, but would gladly join the union if could get with a union shop. Good references.

Superintendent Wanted.

(1471) Large printing and binding plant in a large and progressive southern city seeks the services of a superintendent. Employs approximately two hundred people; modern in every way and offers an excellent opportunity for the right man. Company interested in efficiency development, and the man should be broad-minded and modern enough to meet with their ideas as leaders in that industry.

Plant for Sale or Lease.

(1472) Modern printing plant and newspaper in a mining town of five thousand for sale or lease. Only one in the town. Will lease with privilege of buying. Good opportunity.

Seeks Superintendency.

(1473) First-class printer, forty years of age, twenty-five years' experience in the printing business, including estimating and selling printing, would like position as superintendent or salesman with first-class printing-house.

Position for Working Foreman.

(1474) In one of the livest and best cities of Indiana there is a position open for a working foreman in composing-room employing three to six men and doing the better classes of commercial printing. Wages to start about $21 a week, forty-eight hours, with time so arranged that Saturday half-holiday is enjoyed the year around and a vacation on full pay for foremen. Plant modern and material plenty. Lots of good light and fresh air. Union.

Mechanical Superintendent Seeks Location.

(1475) Young man thirty-six years of age would like a position as mechanical superintendent of a large printing plant in New York State, the eastern part preferred. Has been in the employ of some of the best companies in

the country as mechanical man, on the road, building and erecting new machines, overhauling old ones. Familiar with electrotyping. Able to keep in repair any machine employed in a printing establishment, and fully capable of taking entire charge of a mechanical force.

Seeks Position as Proofreader.

(1476) Young woman with several years' experience in teaching, part of the time teaching English, is seeking a change of work and would like to locate in some office where the service of a proofreader or copyholder is required. Just finished a correspondence course in proofreading, with an average of ninety-eight per cent.

Gordon Pressman Wanted in Northwest.

(1477) Exclusive job printer in growing town in the Northwest needs a pressman to look after his two Chandler & Price presses. Splendid opportunity to live in pleasant surroundings and where the climate is ideal.

Job Compositor Seeks Change.

(1478) Experienced job and ad. compositor desires a change. Has also had some experience in proofreading. Union.

Manager-superintendent Seeks Position.

(1479) Manager-superintendent desires to form connection with high-class publishing house. Fourteen years of practical and efficient service in all branches of the business. Uses no liquor or tobacco and can deliver the goods. Extensive experience on high-class work, and thoroughly conversant with all modern processes in engraving, printing and advertising design. Can be relied upon to get results and develop efficiency of plant to highest degree. Cost expert and systematic organizer of departments. Would not be averse to taking stock in concern if mutually agreeable.

ENGLISH WORDS THAT FOUGHT FOR RECOGNITION.

In *Harper's* for February, Professor Lounsbury tells some interesting facts in regard to words now in general use which only a century ago were rejected by best authorities.

"Always, indeed, during the history of every tongue, men have insisted on maintaining a firm stand against the entrances into it of new expressions of any sort. In so doing they have honestly believed that they were actuated not by a senseless but by a holy zeal for purity of speech. The strongest sort of opposition has been frequently offered to the recognition of words which it would now seem to us we could hardly do without. The feeling existed in high places. In 1773 the fourth edition of Johnson's dictionary was published. It was the last edition which appeared under his own supervision. Boswell tells us that he in vain urged Johnson to insert *civilization*. This was just then beginning to take the place of *civility* in the sense of being opposed to barbarism. He refused to acknowledge the intruder. *Humiliating* he admitted to be a word frequently used, but he did not know it to be legitimate English — whatever that means. So, though he inserted the noun *humiliation*, the corresponding verb and adjective are not found in his final revised edition. Not long after this time *development* appeared in the title of a book. Its author was sternly informed by one of his reviewers that there was no such word in the language. William Taylor, of Norwich, somewhat renowned for the peculiar words he used in his writings, sent an article to the *Monthly Review*, in which occurred the verb *rehabilitate*. It was at once struck out by the editor. It was not English, Taylor was informed, and would not have been understood. It may be said in palliation if not defense of this action that it was not until the latter half of the nineteenth century that the word became well known, especially in the sense of whitewashing questionable characters."

OFFICIAL REPORT OF THE AMALGAMATION PLAN OF THE UNITED TYPOTHETAE AND BEN FRANKLIN CLUBS.

The Joint Committee on Amalgamation representing the United Typothetæ of America and the Ben Franklin Clubs of America, consisting of President A. M. Glossbrenner, First Vice-President George M. Courts, Treasurer A. E. Southworth, W. A. Grant, H. C. Travis, and H. C. Wedekemper, of the United Typothetæ of America, and President W. J. Hartman, First Vice-President Charles Francis, Treasurer R. T. Deacon, G. H. Gardner, Stewart Scott and Ford Wallick, of the Ben Franklin Club of America, met at the Sherman House, Thursday morning, January 9, 1913. George H. Gardner, of Cleveland, was elected chairman, and Henry Allen and Franklin W. Heath acted as secretaries.

After a general discussion lasting until late in the afternoon the following plan for amalgamating the two bodies was agreed upon without dissent, subject to a referendum vote of the members of the two bodies which, if passed upon favorably, to be ratified at the next convention of the United Typothetæ of America, at which time necessary amendments to the constitution will be made to conform to the changes proposed:

First — That the name of the organization shall be THE UNITED TYPOTHETÆ AND FRANKLIN CLUBS OF AMERICA.

Second — That present existing Ben Franklin Clubs and all other printers' organizations be admitted without initiation fee.

Third — That the basis of computing dues, as provided for in the constitution of the United Typothetæ of America, be adopted as the basis upon which the Ben Franklin Clubs and other organizations applying for membership shall pay their dues, the same to date from July 1, 1913.

Fourth — That the present officers of the United Typothetæ of America, with the assistance of the officers of the Ben Franklin Clubs of America, shall continue to conduct the affairs of the organizations until the next convention.

Fifth — That the amalgamation plan as agreed upon by the joint committee shall be sent out for a referendum of both organizations at as early a date as possible, provided it received the approval of the executive committees of both bodies.

In reference to the above THE INLAND PRINTER is glad to state that the consensus of opinion among the members of the executive committees of the United Typothetæ and the Ben Franklin Club is very strongly in favor of the amalgamation as here stated.

THE INSPIRED MAKE-UP MAN.

J. Bruce Evans, the noted evangelist, will open his meetings to-morrow morning at the Baptist church, and will conduct the services both morning and evening and all next week.

The funeral arrangements had not been completed at the hour of going to press.— *Valparaiso, Ind., Messenger.*

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

White Flock for Printing on Felt.

(1426) "Kindly advise me where I can get white flock for printing on felt?"

Answer.— B. F. Drakenfeld & Co., 1613 West Lake street, Chicago, handle white and colored flock.

Facsimile Confederate Money.

In response to our inquiry in the December issue (question No. 1379) we are informed that W. S. Resseguye, Grand Rapids, Michigan, will furnish plates for printing facsimile confederate money for advertising purposes. If preferred, he will furnish the notes, upon which any advertisement may be printed.

Presses for Printing Tickets in the Roll.

Our question (No. 1359) in the December issue has brought the following additional information: Charles Rush, 804 Penn avenue, Pittsburgh, Pa., is the maker of a feeder which, he states, will feed any kind of stock from the roll. This feeder is so designed that it can be easily attached to any Gordon press without alterations. Detailed information may be obtained by addressing Mr. Rush.

Oiled or Waxed Paper.

(1429) "Please furnish us addresses of jobbers and manufacturers handling oiled or waxed paper."

Answer.— Hollingsworth & Whitney Company, 60 India street, Boston, Mass.; Nashua Gummed and Coated Paper Company, Nashua, N. H.; Hammerschlag Manufacturing Company, 232 Greenwich street, N. Y.; Sterling Wax Paper Manufacturing Company, Newark, N. J.; Crystal Paper Company, Middletown, Conn.

Metal Plates.

(1432) "Can you give me the names of firms making metal plates on the order of brass signs for name-plates?"

Answer.— The Etching Company of America, Chicago, are dealers in brass plates, and the Aluminum Sign Company, Kewanee, Wis., in aluminum plates. If you desire the plain aluminum or brass plates write the Aluminum Company of America, 37 West Van Buren street, Chicago, or the Detroit Copper & Brass Rolling Mills, 323 West Lake street, Chicago.

Paste for Mailing-machine.

(1430) "Can you give us a recipe for a good smooth paste to be used in a mailing-machine on newspaper work — one that can be made fresh every day, or, if made in quantity, will not sour nor get too thick or lumpy."

Answer.— Use the best flour and stir it into cold water. To each bucket of water add one cup of alum. The consistency should be that of thick cream. The cooking can be done in a double boiler, or by simmering live steam into the bucket. This paste when cold can be reduced to the proper consistency for the machine by adding cold water. It will not spoil in two weeks, nor should it be lumpy if well mixed in the first place.

Brush Lettering.

(1427) "I am desirous of taking a course in brush-lettering, including a thorough study of letters. Can you refer me to a course of this kind?"

Answer.— Charles J. Strong, Detroit School of Lettering, Detroit, Michigan.

Electric Heater for Linotype Machines.

(1424) "Will you please let me know the names and addresses of manufacturers of electric burners for linotype machines? If you can not furnish the names of manufacturers but know the address of a jobber handling this line, will thank you for it."

Answer.— The only electric heater on the market is the "Wicker," made by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania.

Power Machine for Embossing Envelopes.

(1433) "We require a machine, run by power, for embossing envelopes. Any information you can give will be appreciated."

Answer.— Seybold Machine Company, Dayton, Ohio; Schuchart & Schutte, 136 Liberty street, New York; H. Hinze, Tribune building, New York; United Printing Machinery Company, Jamaica Station, Boston, Mass.; Louis Dejonge & Co., 71 Duane street, New York; Modern Die & Plate Press Manufacturing Company, Belleville, Ill.; C. R. Carver Company, Twentieth and Clearfield streets, Philadelphia, Pa.; Auto Falcon & Waite Die Press Company, 346 Broadway, New York; A. R. King Manufacturing Company, Kingston, N. Y.

Recipe for Coating Chalk-plates.

(1425) "Can you furnish us with a good recipe for coating chalk-plates? We have lost ours and will appreciate any information you can give."

Answer.— The following have been recommended to us, and we trust may be of value to you: (1) Equal parts of potters' clay and plaster of paris. Add enough water to make a thick mixture and spread on plate. When dry scrape down to desired thickness. Smooth the surface with fine flint paper so it will be suitable for receiving the design. (2) Use prepared chalk and whiting as above. Chalk, one part, and best whiting, two parts. (3) Sulphate of barium, two ounces; French chalk, two ounces; water enough to make thick viscid mass, and a few drops only of silicate of soda. Add the silicate of soda after other ingredients have been thoroughly mixed. Spread on plate and dry slowly, so the mixture will not bubble. Then place in an oven and bake hard. When hard scrape the surface smooth to a proper depth.

OBITUARY

A. G. Mackay.

A. G. Mackay, president of the J. L. Morrison Company, manufacturer of wire stitchers, died recently in Brooklyn, New York. Mr. Mackay was born in Sutherlandshire, Scotland, in 1835, and in 1854 went to Canada, where he was engaged in the dry-goods business for about thirty years. He came to the United States twenty-five years



A. G. MACKAY.

ago to represent the J. L. Morrison Company, and purchased its business in 1892. Mr. Mackay, as an inventor, thought out two interesting devices; one was the duplicate sales slip and the other the wire-stitching machine. The sales slip was invented while Mr. Mackay was in the dry-goods business in Canada in 1872, and the idea is now in general use by merchants all over the country. In 1885 Mr. Mackay invented the wire-stitching machine, a device that has revolutionized binding.

Morris S. Coggshall.

Morris S. Coggshall, of the firm of Hiles & Coggshall, Cleveland, Ohio, died at the Huron Road Hospital, Saturday, January 11, at the age of fifty-nine. Mr. Coggshall was a member of the Chamber of Commerce, the Fellowcraft Club, the Ben Franklin Club, the Royal League and the Foresters. He is survived by his wife.

Henry S. Potter.

Henry S. Potter died at his home, 50 East Piquette avenue, Detroit, Michigan, Friday, December 27, at the age of eighty-three years. Born in New Haven, Connecticut, he started to learn the printing business at an early age, and while little more than a lad, started the New Haven *Register*. In the early seventies he settled in Detroit where he built up an extensive business, and was well known among the printing fraternity as manager of the Potter Printing Company. Surviving him are his wife, one son and two daughters.

Charles Kaufmann.

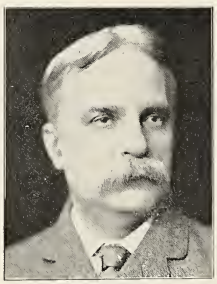
Charles Kaufmann, president of Raphael Tuck & Son Company, and of Kaufman & Strauss, publishers, of New York, died at his home, 25 East Seventy-sixth street, Thursday, January 16. He was born in Cologne, Germany, and came to this country when a young man.

Frank G. Bufford.

Frank G. Bufford died at his residence in Winchester, Massachusetts, Friday, December 27, at the age of seventy-six years. Up to his retirement about a year ago he had for many years been identified with the lithographic and engraving business in Boston. His wife, a daughter and a son survive him.

A. H. Pugh.

A. H. Pugh, president and treasurer of the A. H. Pugh Printing Company, of Cincinnati, Ohio, died at his residence, 1910 Madison road, on Tuesday evening, December 24, following a stroke of apoplexy while at his office during the previous afternoon. Mr. Pugh learned the printing business from the bottom up. His grandfather and father were pioneer printers of Cincinnati and conducted a prosperous business there for many years. After the death of his father, Mr. Pugh took up the work and increased the business till it finally outgrew the old quarters on Walnut street, and the present building on Pike street was erected — a monument to his industry and financial ability. Mr. Pugh was an independent in politics, and for years his firm was annually awarded a contract



A. H. PUGH.

by the Board of Elections for printing the ballots. He is said to have mastered every detail in connection with the printing of these ballots so that in all the years he had the contracts no mistakes were made. Mr. Pugh is survived by his wife, son and two daughters.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Jaenecke People Move.

Owing to the steady increase in its business, the Chicago office of the Jaenecke Printing Ink Company found it necessary to seek new and more commodious quarters, and has announced its removal to the Rumley building, at 609-611 South La Salle street.

New Manager of Philadelphia Printers' Board of Trade.

Franklin W. Heath has resigned as secretary of the United Typothetæ of America to accept the position of manager of the Printers' Board of Trade and secretary of the Typothetæ of Philadelphia. This position was formerly held by Chadwick P. Cummings, who has taken an interest in the McLean Publishing Company of Toronto, Ontario.

Opens Another Printing Office.

Charles Allen Clark, of St. Louis, Missouri, who several years ago started the Maple Printery, located in the Kinloch building, has opened a new shop in the Liggett building. James Kelly is the manager of the new shop, and the Maple Printery will continue under the management of Percy Goodenough, who has an interest in the business.

A Portfolio of Covenant Papers.

The Peninsular Paper Company, of Ypsilanti, Michigan, has just issued an unusually attractive portfolio containing an exhibit of Covenant book and cover papers. The portfolio is handsomely gotten up and is printed from special designs in gold and colors. The showing of the paper stocks is excellent, the various grades all having printed upon them designs appropriate to their particular textures.

A Type of Quality.

The Caslon Bold series, originated and made only by the Keystone Type Foundry, is shown on the company's insert in the first section of this issue. It is a type-face unsurpassed for beauty and adaptability, and has been recognized by printers everywhere as a standard of excellence in type-designing. A handsome booklet in colors, "The Caslon Group," will be mailed to any printer on request, and shows this series in combination with other members of the Caslon Group in practical display. A request to the Printing Department, Keystone Type Foundry, Ninth and Spruce streets, Philadelphia, will bring you a copy.

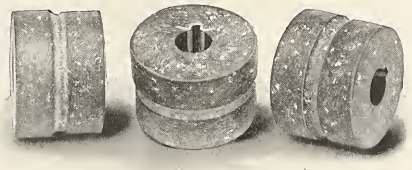
1912 Sets Record for Printing-Ink.

From an article under the above heading, written for the Chicago *Daily Tribune*, by John M. Tuttle, vice-president of Philip Ruxton, Incorporated, we quote the following: "During the year of 1912 there has been manufactured and sold probably more printing-ink than in any one single year since the invention of printing. The demand for this product has increased by leaps and bounds, due not only to the wonderful increase in circulation of magazines, periodicals, and daily papers but also to the popular demand for manufactured articles packed in individual wrappers or cartons, all of which are printed in more or less elaborate designs."

Mr. Tuttle also states that the ink manufacturers have made great advances during the past year, and are coming to depend more and more upon service and quality than upon price competition.

Talbot Interchangeable Nonsliding Truck Rollers for Platen Presses.

The various expedients that pressmen have adopted to keep the truck rollers on platen presses from sliding, and thus raising all the difficulties that such action implies, will be saved by the new style truck rollers just placed on the market by John W. Talbot, 409 South Clinton street,



Talbot Nonsliding Truck Rollers for Platen Presses.

Chicago. These new-style rollers are made of the same material as car wheels, motor pulleys and the rollers on roller skates — they will not slide — they rotate. They are light, and permit an increase of speed. The keyways are made of cold drawn steel and are practically indestructible. The Talbot rollers are made to meet the requirements of old as well as new rollers. They are noiseless. Circulars will be supplied on request to the manufacturer.

Employees' Relief Association.

A most interesting account of a relief association among the employees of the New York *World* has been received. This organization has been in existence for five years. Originating in the composing-room with a membership of less than 200, for providing relief for members during sickness or disability from accident, it has grown to a membership of 482, including employees of all the other departments, taking in the business-office and circulation department, as well as editors and writers. Shares are issued at 50 cents a week each, and members have the privilege of taking one, two, or three shares, each

share entitling them to $10 insurance. Thus a member paying 50 cents a week will, if sick or disabled, receive $10 a week, while a member paying $1.50 will receive $30. No member can insure for an amount greater than his salary.

The surplus funds of the organization are loaned to members, a low rate of interest being charged. All business is balanced semiannually and a dividend declared.

Beckett Paper Company's Mills Enlarged.

The increasing demand for high-grade quality in cover-stock indicates that the public is appreciating the value of an adequate presentation of the printed word. A notable instance of the results that follow from first having an A-1 article and then advertising it properly is exhibited in the accompanying illustration of the Beckett Paper Company, at Hamilton, Ohio, showing the mills as recently enlarged by the addition of a third story, an addition made necessary by the rapidly increasing demand for the Buckeye cover-papers. Mr. Beckett, the president of the company, is justly proud of what has been achieved, and has issued an invitation to all who are interested to visit the mills and witness the operation of manufacturing the papers which the advertising of the company and, be it said, the excellent quality of the product has made known so widely.



Mills of the Beckett Paper Company, at Hamilton, Ohio.

The educational opportunities which Mr. Beckett offers by this invitation should be obvious, but only those who have had an opportunity to visit a strictly up-to-date paper-mill can appreciate their value.

I. T. U. Has About $600,000 Invested in Bonds.

The January number of the *Typographical Journal* gives an account of the investment of about $600,000 of the International Typographical Union funds. This amount has been invested in various bonds, which were passed upon by the attorney for the union before being purchased, every precaution possible being taken to insure against loss by securing the highest class of securities that could be obtained. The attorney made his recommendations after an exhaustive study of the bonds, and an examination of the papers showing the laws under which the issuing of the bonds had been authorized, and the opinions of various attorneys who are bond experts had been passed upon them. In closing his report he compliments the union very highly upon having been able to secure investments that are of such high grade.

The Perfection Metal Feeder and Gas Governor.

No better evidence of the attention printers are paying to making their equipments potential to the highest point of efficiency can be shown than the installation of those auxiliary features which add to the quality and quantity of the product of the staple mechanisms.

Fred C. Grumman, eastern representative of George E. Lee & Co., of Cleveland, manufacturers of the Perfection Metal Feeder and Gas Governor, reports that this device is being received in a very enthusiastic manner by eastern linotype users. He has feeders either installed or on order with most of the larger New York shops. Among the first to place a trial order was J. J. Little & Ives, and they have indorsed it to the extent of completely equipping their battery of twelve machines.

An Interesting Display Sheet.

The Display Sheet of the Kidder Press Company for 1913 is complete and comprehensive, showing views of the special four-color rotary ticket and coupon press; two-color adjustable rotary press; improved model two-color roll-feed bed and platen press, as well as various other presses manufactured by them, together with several views of their plant. They will be glad to send a copy, on request, to any one interested. Address Gibbs-Brower Company, Agents, 261 Broadway, New York. The past year has been a very successful and prosperous one for the Kidder Press Company.

Plants Increase Capacity.

Announcements of increased capacity, improvements in equipment, and increases of capital stock come from all sections. Among the many received we note the following:

The Peninsular Engraving Company, of Detroit, Michigan, has erected a new fireproof building with the latest improvements, and will install a large amount of new equipment. In designing the building much attention was given to employees, and many conveniences for their welfare have been provided. While producing printing-plates of all kinds, and operating a well-equipped plant for high-grade catalogue and color printing, the company makes a specialty of color-engraving and color-printing.

The Curtis Publishing Company, of Philadelphia, is building a ten-story addition to its plant. This addition, which is to cost $1,400,000, will occupy the entire frontage on Seventh street from Sansom to Walnut streets, and on Walnut street from the corner east to its present build-

ing. The Curtis Company is publisher of the *Saturday Evening Post, Ladies' Home Journal* and other publications. We also note that this company has arranged a series of musicales, to be given on Mondays during the lunch hour, for those of its employees who are lovers of music. The program received shows that only the highest class of music is given. This is another good method of securing the cooperation between employer and employee which is such a great factor in the efficiency of any business organization.

Candidates for Public Printer.

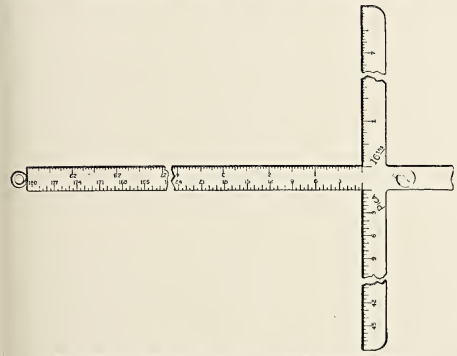
Through our press-clipping service we note the following additions to the candidates for the office of public printer: Ex-Assemblyman Cornelius Ford, of Hoboken, New Jersey, and John F. Mitchell, of Greenfield, Indiana. Mr. Mitchell is editor and owner of the *Hancock County Democrat*, and operates a large printing plant in connection with his newspaper. It is also rumored that Governor Plaisted, of Maine, will be a candidate for the office.

Sells Printing Business to Engage in Aviation.

A. E. Benedict of the A. E. Benedict Printing Company, Binghamton, New York, has sold out his holdings in the company and is to engage in aviation for a few months with his son in Florida. The printing business will be carried on under the old name with the following new officers: David Crocker, president; Earl G. Hinaman, secretary and manager; Judge B. Roger Wales, vice-president. Mr. Hinaman has a broad knowledge of printing, and the business of the company will be increased and carried on more extensively than ever.

A Great Time-saver—The Star All-metal T-square.

Efficiency, which means accuracy and economy of time, is of increasing importance in the trade as it comes more and more under the pressure of competition, not of price alone, but of service. The greatest aids to efficiency are tools of accuracy, and one of the most versatile tools that



The All-metal Star T-square—A Time Saver for Printers.

a printing-office can possess is the Star metal T-square, which has just been placed on the market by the Star Tool Manufacturing Company, of Springfield, Ohio. The square is made of the best quality of steel, and is nickel-plated. The head is 17 inches long and ½ inch wide, and the stem 30 inches long and ½ inch wide. The square is graduated to pica, nonpareil and inches. It is a tool of accuracy, and accuracy at the stone saves many a dollar on the press.

E. P. Archibald Now with Andrews & Lewerth, Inc., New York.

Fifteen years ago E. P. Archibald began his career as a commercial illustrator and photographer in Boston. He was singularly successful, but desiring to delve deeper into the mysteries of printing he secured employment in Buffalo with such institutions as the Matthews-Northrup Works,



E. P. ARCHIBALD.
Formerly of the *Graphic Arts*, now associated with Andrews & Lewerth, Inc., New York.

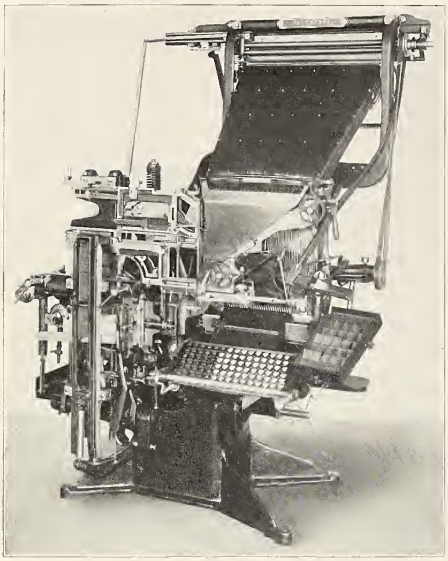
and later with the University Press of Cambridge, and with Henry Lewis Johnson founded the *Graphic Arts*, establishing a high reputation in this connection as a salesman of advertising space and as a writer of advertising copy. He is now with Andrews & Lewerth, Inc., and his addition to the staff of this concern has been deemed of such importance that the president of the company, Daniel Lewerth, has issued an announcement that printers should see, offering as it does a suggestion of unusual effectiveness in announcement form. Address Andrews & Lewerth, Inc., 72 Duane street, New York.

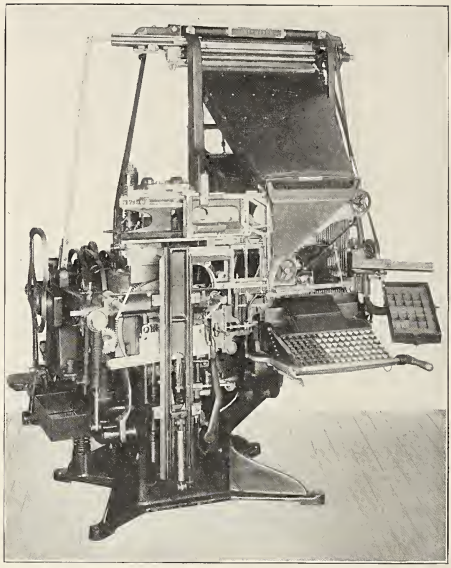
Another Printing Company Insures Employees.

The Sowers Printing Company, of Lebanon, Pennsylvania, presented each of its employees with an alligator leather wallet the day before Christmas. Each wallet contained $1 for every year the employee had been with the company, and also an accident life-insurance policy for $2,500 paid up for one year. This policy guarantees different amounts for different accidents and a payment of $2,500 to the beneficiary in case of loss of life of the one insured. The employees greatly appreciate this action of the company, and will not listen to any talk about "soulless corporations."

California Reduces State Printing Bills.

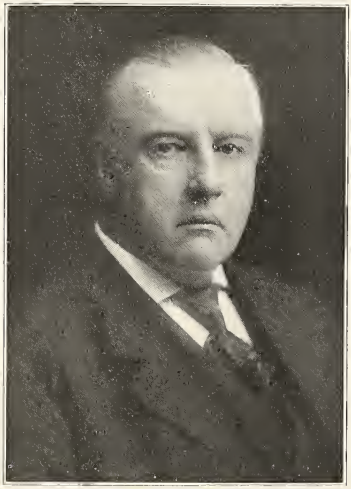
The State Senate Investigation Committee, appointed in 1911 for the purpose of probing the affairs of the State Printing Office, in taking up the work where it was dropped about a year ago, disclosed the fact that great savings have been made in this department under the administration of Governor Johnson. These savings are due to the introduction of a cost-finding system, competition in bidding for supplies, and a general increase of efficiency in the State Printing Office. Through advanced business methods, an average reduction of forty-two per cent has been made in the cost of text-books alone.





The Intertype Composing Machine.

Readers of THE INLAND PRINTER will be interested in the accompanying illustrations of the new typesetting machine, known as the Intertype, manufactured by the International Typesetting Machine Company, of Brooklyn,



HERMAN RIDDER,
President of the International Typesetting Machine Company.

New York. It will be noted that the Intertype closely resembles the Model 5 Linotype—in fact, a casual observer will have difficulty in distinguishing between them. Most of the parts of the two machines will be interchangeable. An examination of the machine shows that the Intertype mold is of the Universal pattern, taking a different style of liner than that used by the linotype mold, and the magazine retains verges and pawls similar to the Model 3, so that these parts are not interchangeable with the linotype.

The Intertype has the quick-change magazine feature, similar to the Model 5 linotype, with the exception that the magazine is removed from the rear. There is also a change in the knife-block, which is claimed by the company to be most important in improving the method of trimming slugs. This new knife-block is of the Universal pattern, and it is said that it will trim a slug absolutely true on all sides, once adjusted to a particular size.

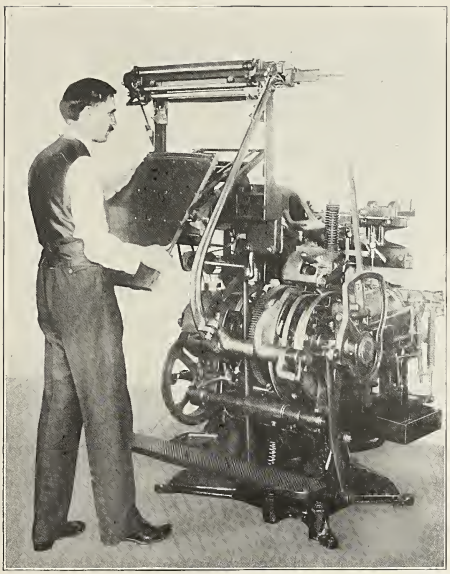
The Intertype has another interesting improvement which will appeal to machine operators as a most convenient contrivance. The setting of the left-hand jaw is accomplished by the mere turning of a small hand-clutch until the desired length of line is indicated on a dial. In this connection, it is interesting to note that the face of the slug will always be the same, regardless of the number of spacebands used — that is, no indention or overhang.

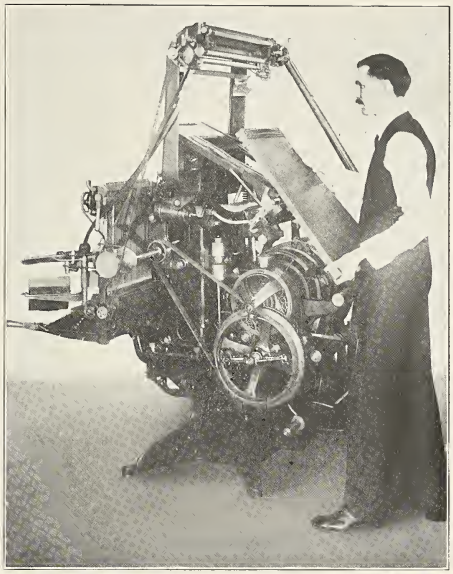
Transpositions, "jumbles," bent ears and distributor stops are some of the annoyances which the builders of the Intertype have given close study, and it is claimed by this company that these have been largely overcome in the new machine's assembling and distributing mechanisms.

The price of the Intertype is $2,150, and it is claimed that the machine is the equivalent of the improved two-letter Model 5 linotype — and is guaranteed as such.

Matrices and supplies for the linotype machine will also be manufactured, and the company proposes to sell them below present market prices.

An agency has already been opened in Chicago in the new Rand-McNally building, with Charles D. Montgomery, a long-experienced machinist-operator, well and favorably known in many cities, as manager. For several years Mr. Montgomery was connected with the Linotype Company,





Views Taken at Four Different Angles.

under Col. George E. Lincoln, manager of the Chicago agency. Other agencies have or are being opened in New Orleans and San Francisco. The New Orleans agency is located at 316 Carondelet street, with William D. Cox in charge. Mr. Cox was connected with the Linotype Company just previous to assuming his new position. William B. Goode, still another linotype machinist and salesman, who is well known in the coast country for his knowledge of printing conditions and his ability, is in charge of the San Francisco agency, located at 86 Third street.

Herman Ridder, the head of the new company, will be remembered by a majority of our readers as president of the American Newspaper Publishers' Association for many years. He is the publisher of the New York *Staats-Zeitung* and other German papers, and is a business man of wide influence in the East. His success in the business world has gained for him the confidence that he will be able to place the International Company on a solid foundation and insure the success of the Intertype.

Charles D. Montgomery, Manager.

For the important post of manager of the Chicago agency, President Herman Ridder has chosen Charles D. Montgomery, who for a number of years has held responsible positions with the Mergenthaler Linotype Company, being assistant manager of the New Orleans office at the time of his appointment.

Mr. Montgomery was born in the Ozarks of Missouri, reared on the prairies of Nebraska, adopted by the Commonwealth of Mississippi, and matured in the metropolis of Illinois. He learned his A B C's and the first line of the Constitution from the type-specimen book, and became a disciple of Franklin at the age of ten, starting out in his father's office—the old Bloomington (Neb.) *Guard*. Seven years later he became an editor, subsequently surrendering that honor to become a wanderer, holding positions of high and low degree, visiting all States and most cities, to say nothing of towns and villages. Under the influence of old Ben Hill, of the St. Joseph (Mo.) *Gazette*, Mr. Montgomery started in on the linotype machine, and continued



CHARLES D. MONTGOMERY,
Manager.

that education north, south, east and west, until he began the study of Mr. Ridder's Intertype.

It was about ten years ago that Mr. Montgomery formed an intimate connection with the linotype, representing the

manufacturers in various cities, including Chicago. He tackled the two hardest problems in the linotype field — the old Model 2 and the Junior machine — making a success of both. He started in with the Linotype Company under that astute Chicago manager, George E. Lincoln, serving as erector, inspector and demonstrator, subsequently entering the sales department. Three years ago he was transferred to the New Orleans agency of the Linotype Company as assistant manager, resigning in September to take his present position.

Energetic, straightforward, honest and a man of undoubted ability, Mr. Montgomery has made hosts of friends throughout the country, and his selection as Chicago manager indicates that Mr. Ridder has made a close study of the strength of the various eligibles.

B. F. Chittick, Office Manager.

In selecting his force for the Chicago territory Manager Montgomery selected Barnard F. Chittick as office manager.

"Barney," as he is known among his familiars, is a Canadian by birth and broke into the printing business by way of the office of the Durham (Ont.) *Review* office in 1882. At that time Durham was close to the borderland



BARNARD F. CHITTICK, Office Manager.

of civilization and the pioneering spirit was running strong in the blood, so after about four years' experience young Chittick and his chum started out to see the world. They experienced the usual fortunes of the wandering "two-thirder" — some small doses of prosperity and large quantities of hard luck. After doing Toronto, Cleveland and other cities in the lake region, Chittick landed in Detroit, while the chum held down a meal-ticket job in a near-by country town. Chittick lost a letter from his pal, which was picked up on the street, sent to a Detroit paper and printed therein as a specimen of good epistolary composition. This dissolved the partnership, as the chum decided to become a newspaper writer, returned to Canada, took a position on a country weekly and is now Editor "Joe" T. Clark, of the Toronto *Star*, which some claim is Canada's greatest paper.

Chittick remained in Detroit, moved to Cincinnati, where he learned to operate a linotype, then to Indianapolis and other cities, finally reaching Chicago. He was in the composing-room of the Western Newspaper Union for eight years, when he accepted a position on THE INLAND PRINTER staff. He was also secretary of the Machine Composition Club, of Chicago, and under his management interest in the organization and attendance at the weekly meetings have reached the maximum point.

Modest and retiring, Mr. Chittick is a man of penetration and of sterling character. That is demonstrated by the action of the Machine Composition Club. Thinking his present position might be incompatible with his retaining the secretaryship he tendered his resignation. It was unanimously rejected with many pleasant assurances of confidence and esteem by members of the club.

Mr. Montgomery is to be congratulated on having secured such a capable and thoroughly honest man as his chief aid, and THE INLAND PRINTER forbears wishing him success, knowing he will command it.

Dan C. Shelley, Department of Sales.

For thirty years practical printer and newspaper man, Dan C. Shelley, well known to printers and publishers in Chicago and the middle West, has resigned as manager of the Chicago office of Walter Scott & Co., pressbuilders, to associate himself with the sales force of the new company.

Mr. Shelley has filled various editorial positions. For nine years he was a member of the editorial staff of the Chicago *Record-Herald*, resigning in 1903 to become Secretary of the Chicago Typothetæ, which office he held for



DAN C. SHELLEY, Sales Department.

two years. He then entered the selling field, and for the past five years represented the Walter Scott Company in Chicago.

Thoroughly acquainted with newspaper and printing requirements and conditions in the central West, and having made for himself a reputation for probity in business, Mr. Shelley should prove a valuable aid in establishing a western trade.

The "Millerizing" of the Miller Saw-Trimmer.

The Miller Saw-Trimmer Company, Alma, Michigan, is well up to the front in the efficiency movement. In thirty days the company has "Millerized" twenty-two States with Miller Saw-Trimmer equipments, a printing-office adjunct that begins earning money just as soon as the power is turned on.

Chicago Branch of the J. L. Morrison Company in New Quarters.

The Chicago branch of the J. L. Morrison Company, Inc., has been moved from the old stand at 534 South Dearborn street, and is now commodiously housed on the ground floor of the new building, 119 West Harrison street. The largely increased space will be utilized in maintaining a complete stock of the company's line of wire-stitching machines and accessories and for demonstration purposes. Mr. Hedley C. Prout is the Chicago representative.

Secretary Allen of the Ben Franklin Club of America Resigns.

Many expressions of sympathy and regret at his resignation have been sent to Secretary Allen, of the Ben Franklin Club of America. Owing to the continued illness of Mrs. Allen it has become necessary that Mr. Allen be in a position where he can be within easier reach and devote more time to his home. Mr. Allen rounded out a full year in the office of secretary. He has always been ready and willing to serve, and has made many friends wherever he went.

A Convincing Catalogue of Perforators and Numbering Machines.

The Universal-Peerless perforators and the "White" paging and numbering machines, manufactured by A. G. Burton's Son, 118 South Clinton street, Chicago, are exploited in a refined catalogue, as convincing as it is refined, which has recently been issued by A. G. Burton's Son. Seeing is believing, and the catalogue gives more space to specimens of the work than to verbiage, and the title "Convincing Specimens from Universal Peerless Perforators and 'White' Paging and Numbering Machines," is well sustained by the contents.

Chicago Offices of Charles Hellmuth Ink Company.

Spaciousness, comfort and convenience, with a very close approximation to elegance, distinguish the new Chicago offices of the Charles Hellmuth Ink Company on the tenth floor of the new Rand-McNally building, corner of Clark and Harrison streets. The company was represented for a number of years at 607 South Clark street, but increasing business and the general advance all along the line in printing affairs in Chicago has brought this western branch of the solid house of Hellmuth up to the front with an *eclat* worthy of the reputation of the business and the goods.

The Cottrell Always a Favorite.

The number of Cottrell New Series Presses sold during the past year is ample evidence that this make of press has lost none of its popularity and that it is all its makers claim for it. In an insert in the first section of this issue good reasons are given why no master printer can afford to overlook the Cottrell when equipping with new cylinder presses, single or two-revolution. C. B. Cottrell & Sons Company has a world-wide reputation for manufacturing printing-presses that embody all the essentials which make for the highest efficiency in presswork. The Keystone Type Foundry, general agent for Cottrell presses, will be pleased to mail you a booklet of either the single or double revolution presses, on request. Address your requests to the nearest Keystone house in Philadelphia, New York, Chicago, Detroit, Atlanta or San Francisco.

An Unusual Advertising Situation.

With the issuing of the annual-review number of the *Iron Age* a new mark has been set in technical and trade-journal advertising. Notwithstanding the fact that this annual-review number contained 494 pages of advertisements in addition to the 134 pages of reading-matter, it was found necessary, almost a month before the time of going to press, to send out an announcement advising that all available space had been sold and that no more orders would be taken. This, as far as we are aware, constitutes a precedent in this particular advertising field, and the *Iron Age* is to be congratulated upon the success which has attended the getting out of this annual number.

Start Year under New Executive Management.

The Press Printing Company, of Chattanooga, Tennessee, announced a change in its executive management, commencing January 1. C. H. Huston, formerly of the Wheland Company, becoming active president and Z. W. Wheland, secretary. The other officers remain as before; R. P. Purse, treasurer-manager, and Claude Miller, assistant manager. This company is a progressive concern, and a high testimonial of Mr. Huston's executive ability was made in the following paragraph taken from the company's announcement: "To those who know him Mr. Huston's fitness is apparent. To those who do not we beg to say that he is generously endowed with that intelligent energy which perceives and meets a patron's needs, and that our well-earned reputation for taste, accuracy, promptness and consideration will be materially strengthened."

Government Installs New Press for Printing Stamps.

To reduce the number of processes, or operations, in producing a given line of work has been the aim of many an inventor. This, it seems, has been accomplished to a degree, which might almost be called perfection, in a new rotary press installed by the Bureau of Engraving and Printing, for printing postage stamps. The new press, invented by Benjamin R. Stickney, under the direction of Joseph E. Ralph, director of the bureau, is said to eliminate twenty-three processes used in the present method. The roll of paper is enclosed in a sheet-metal cylinder and is fed through a slot in this cylinder, automatically, into the press where it is printed, gummed, dried, perforated and delivered counted either in sheets or rolls one stamp wide for slot machines. The need of such a machine has been realized for some time and many have applied themselves to the work of solving the problem, but it remained for Mr. Stickney to bring it to completion and into actual use. Mr. Stickney is employed by the bureau, and while he has had offers of promotion, has declined in order to devote his attention to the mechanical end of the printing and engraving business.

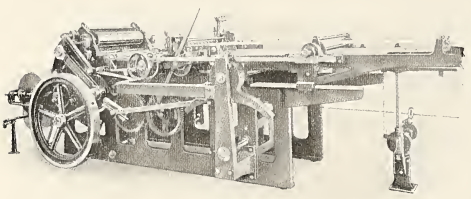
Printing-Machinery Manufacturers Organize Social Club.

About fifty manufacturers and selling agents of printing machinery got together in the Yale Room of the Hotel McAlpin, New York, on January 7, and organized a social club under the name of the "Printers' Machinery Club." Mr. Nelson, president of the American Type Founders Company, was elected temporary president and chairman, and Frank R. Atwood, of the Barnhart Brothers & Spindler Company, secretary, final election of officers

being postponed until the next meeting. This is distinctly a social club, and membership will be extended only to manufacturers and selling agents of actual printing machinery. Meetings are to be held bimonthly in New York.

A Triumph of Principles — the Kidder Press.

Machines are like men in many ways, and one of the most notable ways where this is shown is in the fact that correct principles give them not only enduring but increasing power to meet every emergency or requirement. The concern now owning and still profitably running the first individual Kidder press, built by Mr. Kidder himself in the early seventies, writes to Gibbs-Brower Company, New



A No. 12 Kidder Press, Equipped to Print on Cloth Bag Stock.

York, agents for the Kidder Press Company, of their satisfaction, saying that if printers knew more about the wonderful capabilities of production of the Kidder presses the company would not be able to supply the demand. From cloth bags to minute labels, from burlap to tissue-paper, the principles of the Kidder presses expand to meet every need. What can be done will be disclosed to any one in doubt by writing to the Gibbs-Brower Company, 261 Broadway, New York.

Claim Washing Paper Money Leads to Counterfeits.

A committee from the Washington Plate Printers' Union, which is working against the installation of washing-machines at the Bureau of Engraving and Printing, claims that the washing of bank-notes and bills by the bureau puts the country at the mercy of counterfeiters. The contention is that the washing process fades the seals, discolors the paper and blurs the inks, making counterfeiting easy. They also claim that, as the law declares that money shall be printed " in the highest style of the art," and the cost of printing new bills is less than a cent and a half each, there can be no reason for adopting this, what they term, " penny-wise " policy.

Products of the Hamilton Manufacturing Company.

In the advertising pages of this issue of THE INLAND PRINTER will be found the first of a series of four inserts which will appear for the months of February, March, April and May, exploiting the latest developments of the Hamilton Manufacturing Company, and making special account of the steel furniture which the company has brought to an almost unbelievable point of excellence in design, beauty and durability. The printer's best hours, the hours when he is most alive and free from fatigue, are his working hours. More than half his conscious life is spent in the printing-office, and this fact, in addition to the increased efficiency of well-considered, well-constructed furniture, should inspire every printer to make plans to refurnish the composing-room and give every employee a greater pleasure in his work, and thus have pleasure and profit at the same time.

The time spent in struggling with clumsy, space-filling, out-of-date furniture is one of those insidious leaks that printers are trying to discover and to stop. The losses from leaks in time on operative machines are sometimes obscure and hard to discover, but the losses from obsolete furniture, the inert equipment, and the necessarily defective arrangement of even these, are more insidious and more constant because more widely distributed. Study this question. Read the Hamilton inserts and plan accordingly.

An Attractive Number.

The *Linotype Bulletin* for December is an unusually attractive and interesting number. It is printed throughout in two colors, each page being surrounded with twelve-point linotype border characters placed between two-point blackface rule, and printed in red and green-black. A number of excellent half-tone and line plates appear, which add to the interest of various articles. As usual the linotyping and presswork are above reproach. A comprehensive index of Volume 8, just completed, is furnished. Much timely and interesting matter is given. Also a display of linotype faces and characters, together with a specimen page of jobwork executed on the linotype machine.

The National Printing, Publishing and Advertising Exposition.

The remarkably comprehensive plans of the organizers of the National Printing, Publishing and Advertising Exposition, under the leadership of the president, Harry A. Cochrane, have obtained the enthusiastic approval and indorsement of nearly every organization in the printing and allied trades.

The exposition, which will open in the new Grand Central Palace, New York, on April 19 and continue to April 26, has secured the active cooperation of officials in the several printers' organizations, and many of which, including the American National Press Association, the Associated Press Association, the Printers' League of America, etc., have arranged to hold their conventions in New York at this date in order to give the delegates and visitors the advantage of the greatest printing-trade exposition the world has ever seen.

F. G. Browne & Co., Publishers.

The advent of F. G. Browne & Co., a new publishing house, is announced in a very handsomely prepared souvenir booklet, a vest-pocket diary containing a surprising quantity of information of interest to writers and others. The cover of green leather is blind-stamped with the firm's monogram and insignia, F. G. B. & Co. and a peacock. Offices have been opened in the Transportation building, Chicago, and the firm is already busy with a spring line of books, the initial list of which shows a most interesting array of subjects and authors. F. G. Browne was for twelve years the head of the publishing department of A. C. McClurg & Co., and Frank L. Howell was for several years a representative on the road and recently in the East for the same company. The new firm will publish a general line of books.

Chicago Printing Crafts Association.

The Chicago Printing Crafts Association held its regular monthly meeting and dinner on Tuesday evening, January 21. This being the night for the annual election

of officers, the regular program was dispensed with and immediately following dinner the meeting proceeded with the election, after which there was a general discussion of matters pertaining to the craft in general. The officers elected for the coming year are as follows: President, A. D. Robrahn; vice-president, F. L. Shank; treasurer, V. C. Guston; secretary, John J. Wynne. Board of Governors: E. R. Richards, John A. Foster, George A. Furneaux, F. S. Wiley, Frank Dermody, Christen Olsen, W. F. Barnard, John J. Gieres, M. J. Whiland, William Goodheart. This association is composed of superintendents and foremen of printing plants, and the discussions held at the regular meetings have been of great value to those interested in increasing the efficiency of their plants.

Motor-generator Set for Electrotypers.

The Hanson & Van Winkle Company, Newark, New Jersey, manufacturer of a large line of dynamos and electrical machinery, has constructed a motor-generator set that is of especial value to the electrotyper. Among the points of excellency that will commend it to the progressive electrotyper are rapid depositing of metal, self-exciting or separately excited, low temperature rises, economy of operating and simplicity of construction. The increase in efficiency of the motor-generator over a belt-driven dynamo is apparent. There can be no question about the general situations as to output, sanitary conditions, efficiency and economy of operation. For the electrotyper this make of motor-generator set is the last word. The Hanson & Van Winkle Company also makes belt-driven generators, depositing tanks, copper or nickel elliptic anodes. Electrotypers are invited to bring their depositing troubles to the company's notice; it will be pleased to furnish expert advice. Bulletins will be sent on request.

History of "Big Six."

Few, if any, trade unions can share with New York Typographical Union the distinction of having its history written by a state official and published as a departmental document. This probably unique volume contains in all 736 pages and is issued as Part 1 of the annual report of the New York Bureau of Labor Statistics for 1911, by George A. Stevens, senior statistician, and is entitled "New York Typographical Union, No. 6: Study of a Modern Trade Union and Its Predecessors."

The subject-matter indicated by the title is preceded by a sketchy history of the beginning of labor organization generally in New York city, followed by historical reviews of the six labor protective associations of New York printers that were organized, lived a fitful life and died before the present union had an existence. There is a complete account of the ups and downs of Big Six, but there are also short excursions into other subjects, such as "Inception of the Chapel," "Union Printers Who Attained Distinction," and so on. Scattered throughout the book are seventeen illustrations in which the union's first president —Horace Greeley—appears more than once. The frontispiece shows the New York *Tribune* staff of the early fifties of the last century in which Greeley is the centerpiece, and among those flanking him are Bayard Taylor and Charles A. Dana. In the roll of illustrious union printers Mr. Stevens includes Thurlow Weed, who at one time wielded vast political power and enjoyed the sobriquet of "The Warwick of America." The book is indispensable to those who would have anything like a complete printers' library, and it is a deep well of information for the sociologist and student of economics.

A TIGER'S HEAD IN VENEER.

A curiosity which aroused much interest in Boston some months ago is a portrait of a tiger in the natural markings of veneer, which was displayed in the window of the Derby Desk Company. The find, or discovery, is credited to W. F. Wholey, of the sales force of that company. Mr. Wholey has been with the concern a number of years and started in to learn the business "from the ground up." While in the factory he caught sight of one piece of veneer which showed one-half of a tiger's head. It was a long search to find the duplicate; in fact, the perfectly symmetrical veneer could not be found, but a near-duplicate was discovered and the two pieces were mounted, finished and placed in the window, where it attracted much attention as a freak of nature.



Portrait of a Tiger in the Natural Markings of Veneer.
Courtesy *The Furniture Manufacturer and Artisan.*

PILING IT ON.

Among many other things it is alleged that the defendant had an unruly temper, and that she subjected the plaintiff to cruel and inhuman treatment, on several occasions attempting to take his life, and also making threats to execute him.— *Wabash Plain Dealer.*

A GLASS ONE, OBVIOUSLY.

Afar, through a narrow cleft in the gray westward hills, the explorer's eye leaped out over a bottomless gulf. — *Saturday Evening Post.*

"MARVELOUS, HOLMES."

"They were little foreigners mostly, except the two young McNultys. They were Irish." — *Saturday Evening Post.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 50. FEBRUARY, 1913. NO. 5.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
POLGAR JENO, Rakoczi ut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING.—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS—A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

ESTIMATE INK CORRECTLY — Send for "Printers' Ink Scale" (chromatic); shows quantity of ink required for jobs, full instructions. Price, 25 cents. W. E. RADTKE, 121 Oklahoma av., Milwaukee, Wis.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

ASTRA ESTABLISHMENTS.—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

GERMAN INCORPORATED COMPANY takes agency or the manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Leitzener Strasse, Leipzig, Germany.

FOR SALE — Desirable job-printing business connected with successful newspaper; can continue business in newspaper building as at present and enjoy prestige; fine opportunity at reasonable terms. B 136.

PRINTER-SALESMAN seeking own plant can make investment, taking charge paying job department daily; business statewide, waiting for good man to continue growth; newspaper owner hasn't time. B 163.

FOR SALE — Patent for the linotype; device for maintaining an unfluctuating predetermined temperature of the molten metal. Apply DEAN, care Hope Farmer, 536 Hastings st., Vancouver, B. C.

FOR SALE—A thoroughly organized and money-making printing business in Texas. M 928.

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NUMBERING MACHINES

SOLD AT RIGHT PRICES

All Type Founders and Dealers

Wetter Numbering Machine Company

335 Classon Avenue, Brooklyn, New York, U. S. A.

ENGRAVING METHODS.

MAKE YOUR OWN CUTS — By my photoengraving process any printer can automatically copy pictures from newspapers, drawings, catalogues, and make zinc printing-plates; purely mechanical, no drawing; complete working instructions, $1. H. CANFIELD, 437 East Woodlawn, Germantown, Philadelphia.

FOR SALE.

LIST OF PRINTING MACHINERY FOR SALE.
All prices f.o.b. South Whitley, Ind.
All the following machinery is guaranteed to be in good running condition.

FOLDERS AND FEEDERS.

	PRICE NEW.	OUR PRICE.
1 — 12 by 16 in. to 32 by 44 in. Dexter Jobber, 4 fold, Serial 4591, with Dexter Feeder	$2,300	$1,150
1 — 12 by 16 in. to 32 by 44 in. Dexter, 3 folds parallel, Serial 4495, with Dexter Feeder	2,300	1,150
1 — No. 2 Automatic Paper Folding Machine for circular letters, Serial 538, A. B. Dick & Co.	165	100
2 — Dexter Feeders for attachment to 68 in. Miehle Presses, each	1,450	450
CUTTERS, TRIMMERS, ETC.		
1 — 38 in. Holyoke Power Paper-cutter, Serial 1664	775	387
1 — 32-in. Seybold Duplex Trimmer No. 53, with 2 sets 32-in. knives	1,000	250
1 — Latham Power Corner Cutter, Serial 387	150	90
1 — Power Looping Machine, Ward & McLean	1,100	550
5 — Monitor No. 2½ R. Wire Stitchers, Latham Machinery Company, each	175	105
1 — 72-in. Seybold Automatic Knife Grinder	500	250
1 — Reliance Washington Hand Press, 12½ by 18½-in. bed	140	84
35 — (More or less) Chases, varying in size from 17 by 22 in. up to 60-in. mostly highest grade electric-welded steel chases of best manufacture, 50 per cent off factory price.		
30 Dozen — (More or less) No. 2 Hempel Quoins, good as new, at $1.25 per dozen.		
Miscellaneous lot other quoins.		
1 — Miller Inclined Truck	125	75
Great number of skids and boards for piling paper.		

ATOZ PRINTING COMPANY,
1575 Old Colony Bldg., Chicago.
'Phone Harrison 372.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

FOR SALE — Two ruling machines, 32 and 36 inch cloth, with strikers attached; in very good condition; price, $125 and $150 f.o.b. Lockport, N. Y.; also 1 Boston Wire Stitcher No. 3, in first-class condition; price, $130 f.o.b. Lockport, N. Y. Write for further information. A. J. LAUX & CO., Lockport, N. Y.

LINOTYPE — Canadian Model No. 3 with extra magazine, two molds, four fonts of two-letter matrices and extra sorts. MONOLINE — equipped with two molds, one font matrices, very late model, good condition. IMPERIAL PUBLISHING CO., Ltd., Halifax, N. S., Canada.

FOR SALE — 28-inch Burton Rotary Perforator, in good order, $100; 30-inch National Perforator, practically new, $250; 26 by 55 Lion Reliance Heavy proof press, $175. WANNER MACHINERY COMPANY, 703 S. Dearborn st., Chicago, Ill.

FOR SALE — One Hoole Rotary check end-name printing machine, good as new, but slightly used, at half price $150. C. F. HOECKEL B. B. & LITHO COMPANY, Denver, Colo.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEwriter COMPANY (est. 1908) Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. JACKSON & BELL, Wilmington, N. C.

FOR SALE — Two Model 3 Canadian Linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

FOR SALE CHEAP — Complete $110 Excelsior Job Outfit; for full particulars, address J. A. CAUFMAN, Route 3, Chambersburg, Pa.

FOR SALE CHEAP — Sheridan Perfect Gem 30-in. cutter. H. LANDAUER & CO., 8th floor, 125 S. Market st., Chicago.

FOR SALE — One Canadian Linotype, No. M-3204, in good condition; SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE — N. R. typecaster. J. J. WITT, Marshall, Mo.

HELP WANTED.

Bookbinders.

WANTED — First-class bookbinder for large plant in the Middle West; must be capable of taking charge as sub-foreman in large forwarding department and must thoroughly understand modern bookbinding machinery such as is used in the forwarding and covering of large runs of edition work; must be no older than 45 years of age, strictly non-union, and have nothing in common with any trade union; must also be of very temperate habits; no other need apply; references will be required. B 150.

Manager.

ESTABLISHED NATIONAL MAGAZINE wants business manager; good salary for thoroughly experienced, capable man. B 144.

Pressmen.

GORDON PRESSMAN WANTED — Small job office in Northwest; two C. P. presses; growing town of 6,000; ideal climate. B 920.

WANTED —Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Proofreaders.

WANTED — A high-grade proofreader, thoroughly familiar with bookwork; one competent to prepare copy for the compositor and accurately carry the work through to its completion; only one accustomed to scientific, technical and medical publications will be considered; good position for an able man; steady work and good pay; large eastern publishing and printing house; address stating length of experience, kind of work engaged upon, and salary desired; all communications will be considered strictly confidential. B 148.

Salesmen.

WANTED — By southern concern, bank and supply salesman to cover southern State; high-class proposition to right man. B 164.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

SITUATIONS WANTED.

Bookbinders.

BINDERY FOREMAN, thoroughly familiar with the different classes of work in all branches, and of first-class mechanical and executive ability, wants position; any part of the United States. B 165.

BOOKBINDER—All-around, successful as foreman; open for position. B 158.

Foremen.

A SUCCESSFUL managing and superintending printer, who understands estimating and can systematize your shop, wants position with some good firm in the Middle West or West; reliable references; state conditions in full in first letter. A. R., 100 Monticello road, Jamaica Plains, Mass., Suite 2.

MANAGER who has successfully conducted large plant turning out all classes high-grade work, including catalogue, loose-leaf forms and blank-books, desires to make change about February 15; good estimator, executive and knows paper stocks; finest references. B 152.

"A well-managed composing-room means a profit-paying plant." — SUPERINTENDENT, with practical ideas of composing-room efficiency, wants to locate in small mid-west city; capable executive, systematizer, estimator, designer; 20 years' experience; salary, $35. B 923.

PRINTING SUPERINTENDENT OR MANAGER desires position in eastern publishing house, can estimate; book make-up, stonework or foremanship of composing-room considered, references. Address, FOREMAN, *Journal*, Monticello, Mo.

SITUATION WANTED — Young man, 28, successful as manager, who thoroughly understands all kinds of job printing, also estimating, as well as purchasing of stock and equipment, wants position; reliable; single. B 167.

MEISEL Printing Press Mfg. Co., 944 to 948 Dorchester Avenue, Boston, Mass.
Presses for Printing one or both sides of the web in one or more colors for roll or sheet products, flat or folded. Ticket Presses. Salesbook Presses. All sizes Rotary Presses.

Pressmen.

SUPERINTENDENT OF PRESSROOM AND GENERAL MANAGER seeks position in the West, coast preferred; wishes to connect with a house of the highest standard; can furnish references as one of the country's leading men of quality; with a thorough business experience in all branches of the trade, chiefly on high-grade color-work. A 146

PRESSMAN — First-class on Universal or platen presses, used to drum cylinders, pony Optimus, Campbell, process embossing, etc.; no cigarette or spittoon fiend; situation California, Oregon or Washington; 20 years' experience; union man. Address PRINTER, Box 292, Hanford, Cal.

POSITION WANTED by experienced pressman as foreman of pressroom in office doing high-grade work only; must be in or near Chicago; will only consider office having first-class machinery and equipment, and handling high-grade work. B 160.

PRESSROOM FOREMAN — Young man having charge of plant — 18 cylinders — doing high-grade magazine and process work, would like a change to medium-sized plant as working foreman, where hard work would be appreciated. B 157.

UNIVERSAL GORDON PRESSMAN, good all-around man, at present employed in New York, desires change to smaller city; Middle West preferred. Address PRESSMAN, 234 West 14th st., New York city.

SITUATION WANTED as pressman, A-1 cylinder and platen; 10 years' experience on high-grade work; can operate Cross feeder; union; best references; address G. W. MARSH, 720 S. Evans st., Bloomington, Ill.

CYLINDER PRESSMAN — Young man employed as foreman in medium-sized pressroom wishes to make change; will go anywhere, where permanent job is assured; married, nonunion, sober. B 145.

WANTED — Situation as platen and cylinder pressman, half-tone, commercial and some colorwork; steady; married, union; particulars in first letter. B 151.

BUSINESS DIRECTORY.

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BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

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SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-14

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AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-13

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

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HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

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FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

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WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. Paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

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STEARNS, HOWARD & CAMPBELL, 557 W. Monroe st., Chicago. Catalogue covers, labels, show-cards, etc.; engravers and die sinkers.

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AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

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DONALD W. COY, designer of machinery — mechanical engineer; machinery for printing and allied industries a specialty. 519-520 Manhattan bldg., Chicago.; Tel. 8097 Harrison. 2-13

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THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

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HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-13

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL AND COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-13

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BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.
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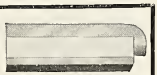
AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Vancouver. 8-13

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Our Rubber Stamp Vulcanizer will make semi-hard Rubber Dies, so that you can get a good impression on any soft surface like Palm-leaf Fans, Burlap Bags, Corrugated Paper or any soft surface that would kill an Electrotype. Go into the Rubber Stamp business right and get one of our Vulcanizers.

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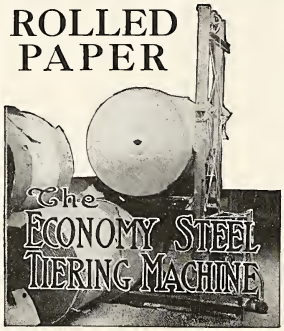
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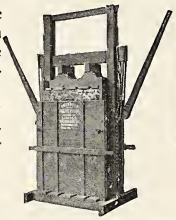
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Handled by one of these machines, however, the job is easy. And it will pile anything.

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will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



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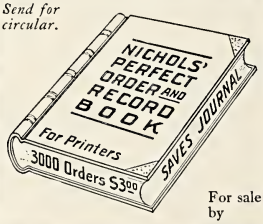
Pencil and Pen Carbons

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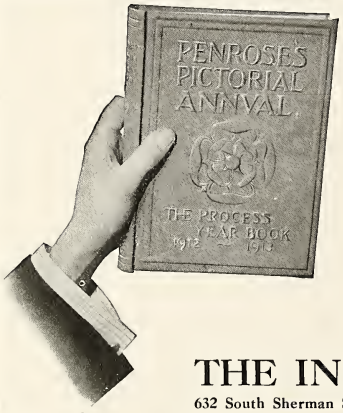
Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

Send for circular.



For sale by
The INLAND PRINTER CO., Chicago and NEW YORK.



Penrose's Pictorial Annual

THE WORLD'S PROCESS YEAR BOOK

Eighteenth Volume, Covering 1912 and 1913

MORE BEAUTIFUL AND INSTRUCTIVE THAN EVER BEFORE

THE DEVELOPMENT OF OFFSET AND ROTARY GRAVURE PRINTING THOROUGHLY ILLUSTRATED

In addition to seventy-five articles by the leading authorities, Penrose's contains among other attractive subjects the following full-page plates: 100 Monochrome Supplements; 40 Two-Color Supplements; 32 Three-Color Supplements; 7 Four-Color Supplements.

PRICE, $3.00

Order now from

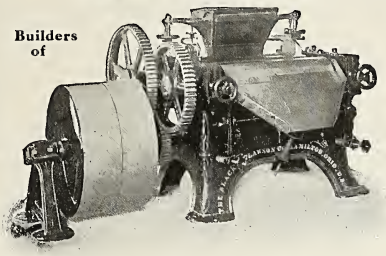
THE INLAND PRINTER COMPANY

632 South Sherman Street, CHICAGO
New York Office, 1729 TRIBUNE BLDG.

THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U. S. A.

Builders of



INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery.

BARNHART

Electric Welded Silver Gloss Steel Chases

Made from stock tested to 40,000 pounds per square inch. Over 75,000 are in use to-day.

Barnhart Brothers & Spindler

CHICAGO.	NEW YORK.	WASHINGTON.
ST. LOUIS.	DALLAS.	KANSAS CITY.
OMAHA.	ST. PAUL.	SEATTLE.

COMPOSING-ROOM PRINTING-PRESSES

"It is my belief that presses for use in composing-rooms should be built with even greater care than other presses, because the test for 'printability' of the form is as important, where efficiency counts, as the proof for reading."

(Signed) R. O. Vandercook.

For more about the Vandercook inventions, write

WESTERN PRESS CO., Not Incorporated
559-565 W. Lake Street, Chicago

Rebuilt Printers' Machinery

GUARANTEED EQUAL TO NEW

Largest stock of cylinder and job presses. Linotype and Monotype machines ready for immediate delivery.

Modern plants bought for cash

RICH & McLEAN, 51 Cliff Street, NEW YORK, N. Y.

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable

Sheets, 6 x 9 inches. $1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO.

Add to the Prestige of Your Print-Shop for Quality Work

Fill up your shop with the class of work which is not secured on price alone. Where price controls, profits and quality suffer.

Booklets printed on Cameo Plate command better prices. They are worth more because they are above the great mass of printed matter. They carry an atmosphere of quality ordinary coated stock can not convey. Cameo gives half-tones the effect of photogravures and dignifies the all-type booklet.



CAMEO PLATE

Coated Book—White or Sepia

enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. Warren & Co., 160 Devonshire St., Boston, Massachusetts

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers

DO YOU MONOTYPE YOUR COMPOSITION?

There is buying power for the merchant, manufacturer or publisher—any consumer of printing—in the quality of his printing.

Quality in printing, as well as pulling power, is largely good composition, and if you give the purchaser quality you create a satisfied customer.

There is business-building power and prestige for the printer in his ability to help his customers tell about their goods in an attractive and forcible way.

Advertisers want distinctive faces, and distinctive faces—to set by hand—cost money.

The Monotype is the only efficient composing machine substitute that guarantees a product equal to new foundry type set by hand, and is, in addition, a complete typefoundry, because it will cast all display type, borders, ornaments and spacing material up to and including 36-point.

The Monotype is more nearly 100 per cent efficient than any composing machine or typecaster the printer can buy.

Lanston Monotype Machine Co.

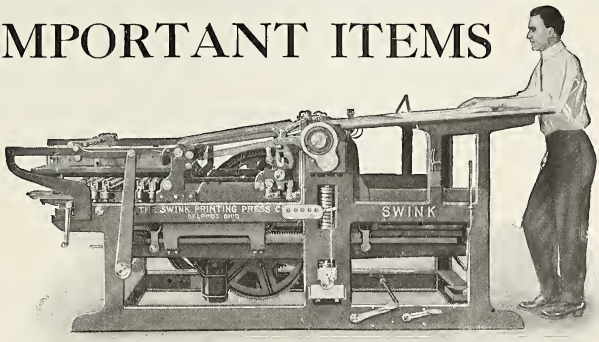
Philadelphia

NEW YORK BOSTON CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

THESE IMPORTANT ITEMS

Perfect Register, Thorough Distribution, Correct Impression, High Speed, Durability and Time-saving Operation Are Combined in



THE SWINK HIGH-GRADE TWO-REVOLUTION PRESS

We have demonstrated these points wherever our presses have been installed. Let us prove them to you. The SWINK fills a requirement of the every-day printer. It will produce high-grade book and four-color work, and it *actually substantiates our claims.*

Catalogue mailed upon request, or special representative will call and see you.

The Swink Printing Press Company, *Factory and General Offices:* ***Delphos, Ohio***

BUTLER BRANDS PAPER THE BEST

"The Commercial Correspondence Paper of the Day"

In the Majority

of cases the customer leaves the selection of paper for his stationery entirely to his printer. This is an altogether too important responsibility to be lightly considered, because the future relationship between printer and customer depends upon the result.

Brother Jonathan Bond

It takes good printing and appropriate paper to produce effective stationery. And it's effective stationery that makes a customer satisfied and compels him to favorably consider the printer who furnishes it when repeat orders or other business is about to be placed.

BROTHER JONATHAN BOND can be depended upon to assist you in building up a profitable stationery business. You have but to examine samples to be convinced.

J. W. Butler Paper Company, Chicago

ESTABLISHED 1844

CHAMPLIN
M'F'G & SALES CO.

343 South Dearborn Street, Chicago, Ill.

Machinery for
Printers, Lithographers, Bookbinders and Paper Box Makers

WESTERN AGENTS
Potter Printing Press Company, *Plainfield, N. J.*
Brown Folding Machine Company, *Erie, Pa.*

It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

"Just Press a Button"



Tells the Story
of the
Monitor System
of
Automatic Control

Monitor Controllers are built in every style and size to meet the requirements of every machine used in the printing industry.

Their simplicity in operation saves the time of the man on the job and enables him to work faster with greater results.

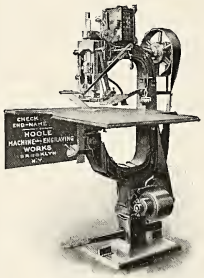
The simplicity of construction of the controller means that it is exempt from the minor difficulties and failures that beset so many devices of this kind.

Write for our new Press Control Bulletin No 21

Monitor Controller Company
111 South Gay St., Baltimore

2133

HOOLE MACHINE & ENGRAVING WORKS
29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.

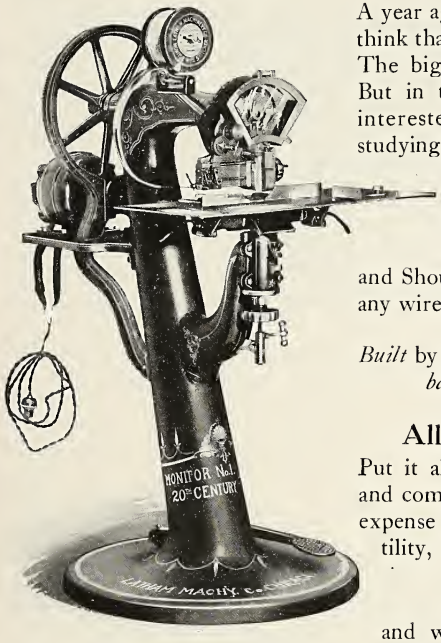


"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of
End-Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds.

ANOTHER IDEAL SHATTERED



No. 1 Latest Style Monitor Wire Stitcher

A year ago we were just conceited enough to think that the *Monitor Wire Stitcher* was perfect. The big houses using them thought so, too. But in testing out various suggestions from interested users we discovered by constant studying and experimenting that a few new features would improve it decidedly. So we put them on—with the result that our New Style Stitcher has *Exclusive* features which place it "Head and Shoulders" above our previous models or any wire *stitcher* you have ever seen.

Built by the best stitcher experts in America; *backed* by 25 years of experience.

All We Ask—Give It a Trial

Put it alongside of any stitcher in the world and compare them for speed, quality of output, expense of upkeep, ease of adjustment, versatility, strength, durability and simplicity.

Render a Verdict

and we will be satisfied. *Do this* out of justice to yourself, if not the machine.

NEW FEATURES:

POSITIVE FEED — SHORT-STROKE CUT-OFF — SOLID HEAVY FORMER
ENCLOSED SUPPORTER — STITCHERS MADE IN ALL SIZES

We Also Manufacture:

Monitor Box Wire Stitchers, Monitor Hard Die Perforators, Monitor Multiplex and Duplex Punching Machines, Monitor Round Corner Cutters, Monitor Creasers and Scorers, Monitor Paging and Numbering Machines, Monitor Standing Presses, Monitor Job Backers, Monitor Table Shears, etc.

We furnish complete Bindery Outfits

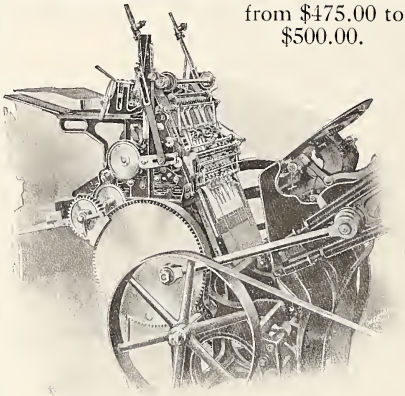
LATHAM MACHINERY COMPANY

Main Office and Factory, 306 So. Canal Street — CHICAGO, ILL.

NEW YORK, 124 White Street — BOSTON, 130 Pearl Street

You Can Save $25.00

On February 15, 1913, the price of the Kirkman will be advanced from $475.00 to $500.00.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

This notice is published that printers may now take advantage of the present low price by ordering for immediate delivery or making reservation between now and February 15 for delivery within thirty days from that date at the present price of $475.00. Send to-day for reservation blank.

The Kirkman Automatic Press Feeder

is an investment worth while. For it means reduction in cost of production, also increased output.

If you are skeptical and have listened to claptrap talk of the unwise, the printer who has never *used* a Kirkman, then we are willing to show you by actual demonstration and prove our claims. There is no way so good as that of trying out a machine, and you, Mr. Printer, can make this test without one cent of expense or any obligation of any nature.

We install the Kirkman for you free. It is absolutely up to you to say whether it stays or we take it away. No strings of any kind to this offer. Can you ask for more?

Write for full particulars and our Free Trial Offer

Automatic Press Feeder Co.

General Offices: Transportation Bldg., Chicago, Ill.
New York Office: 50 Church Street



The One Certain Way

to obtain accurate count of your printing-press output is by installing a

Redington Counter

Accurate; durable; will not repeat or jump; all steel; no screws; easy to set; large figures.

For Sale by all Dealers. Price $5.00

F. B. REDINGTON COMPANY
112 So. Sangamon Street, Chicago

Established January, 1894.

THE PROCESS ENGRAVER'S MONTHLY

THE PROCESS PHOTOGRAM — ESTABLISHED JAN. 1894

Deals only with the Illustration side of Printing, but deals with that side thoroughly. Post free, $2 per annum.

The Office of THE PROCESS MONTHLY
14 Farringdon Avenue **London, E. C.**
AMERICAN AGENTS:
SPON & CHAMBERLAIN 123 Liberty Street, New York

CONSULT

THE SPECIALISTS WHO KNOW

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

SIXTEENTH YEAR
NEW YORK CHICAGO

Will help to { INCREASE YOUR SALES / DECREASE YOUR LOSSES

RATINGS

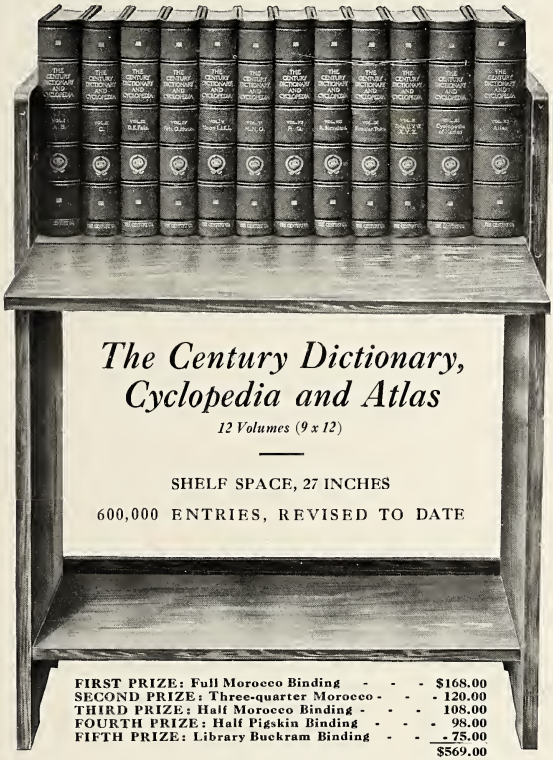
MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY

General Offices 160 Broadway, New York

AN OFFER OF PRIZES

FOR COMPOSING THE BEST ADVERTISEMENTS OF THE CENTURY DICTIONARY



The Century Dictionary, Cyclopedia and Atlas

12 Volumes (9 x 12)

SHELF SPACE, 27 INCHES

600,000 ENTRIES, REVISED TO DATE

FIRST PRIZE: Full Morocco Binding - - -	**$168.00**
SECOND PRIZE: Three-quarter Morocco - - -	**120.00**
THIRD PRIZE: Half Morocco Binding - - -	**108.00**
FOURTH PRIZE: Half Pigskin Binding - - -	**98.00**
FIFTH PRIZE: Library Buckram Binding - -	**75.00**
	$569.00

THE Century Company, desiring to encourage printers in writing and setting attractive advertisements, makes the following offer of prizes:

To any printer preparing material for and setting two magazine pages (facing) advertising the new edition of the Century Dictionary, Cyclopedia and Atlas, the Century Company will give the following prizes:

For the best advertisement, the new 12-volume edition of the Century Dictionary, Cyclopedia and Atlas in full morocco binding, price $168; for the second best, the set in three-quarter morocco, at $120; for the third best, the set in half morocco, at $108; for the fourth best, the set in half pigskin, at $98; for the fifth best, the set in library buckram, at $75. (Volumes are 9 by 12 inches, occupying shelf room of 27 inches.)

To enable printers to prepare this material, the Century Company will send on request to any address a large pamphlet describing the work and giving specimen pages, with a number of circulars — in all, sufficient material for the purpose. Ten proofs should be submitted of the two pages, the size of each page being 5½ by 8 inches, and one of the pages should have in it a description of the prospectus somewhat similar to the one which follows and an exactly similar coupon:

"Send for the handsome sixty-four page prospectus, illustrated with full-page plates of tapestries, game-birds, porcelains, furniture, aeroplanes, etc. (many in color), a superb map of the North Polar regions, a chart covering wages, the cost of living, and the tariff from 1840 to date. It gives a complete description of the Century and answers clearly all your questions about that work; it demonstrates the practical value of the Century to men and women of every calling; it shows the citizen how the Century will give him just the proper understanding of the questions of the day. Every page is interesting."

(Form of Coupon)

The Century Co.
New York

Please send, without cost or obligation to me, the booklet containing the story of the Century, with map, color plates and specimen pages from the new edition.

The judges of the competition are to be Mr. Theodore L. De Vinne, the well-known printer, and Mr. Ernest E. Calkins, of the firm of Calkins & Holden, advertising agents, they two to choose a third; consideration being given to every point of the advertisement — the matter presented, the manner of presenting it, attractiveness of form, etc. The advertisements which win prizes are to become the property of The Century Co. The competition will close September 1, 1913. The winning advertisements will be reproduced in THE INLAND PRINTER first, and full particulars as to the methods employed will be given.

For material address

THE CENTURY CO.

UNION SQUARE, NEW YORK

A Printer's Needs—

A cost system—a modern equipment—and always a sharp paper-cutter knife—

The Carborundum Machine Knife Stone



can well take care of one necessity—the keen paper-cutter knife.

It's a little stone with a big mission—its duty is to keep the knives always in perfect condition—to keep them from feathering your stock.

The Carborundum Stone cuts fast and free—gives a keen smooth edge to the blade with but a few strokes—no need of taking the knife from the machine—the stone is grooved to protect the fingers.

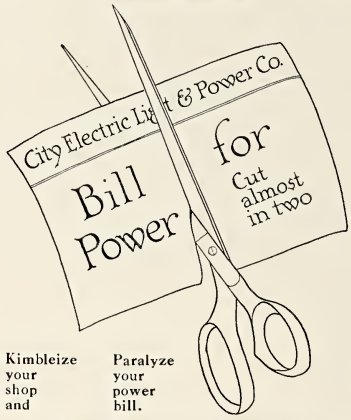
At your hardware dealer or direct **$1.50**

The Carborundum Co.

Niagara Falls, New York

KIMBLE PRINTING-PRESS MOTORS

(Alternating Current Only)



Kimbleize your shop and Paralyze your power bill.

Cut Your Power Bill Almost in Half

Listen: On all other variable speed alternating current motors your power bill is exactly the SAME, whether you run your presses at full speed, or half, or quarter speed, or any speeds in between!

You always pay for *maximum* speed, because the only way they can reduce speeds on ordinary motors is to absorb and convert into *heat* the unused current *after it has been metered.*

On KIMBLE Single Phase, Variable Speed, Alternating Current Motors, reducing the speed reduces the current consumption correspondingly, exactly as if the electricity had been cut off before it was metered.

Out of 8 hours running time how many hours does any press operate at the highest speed at which the motor can drive it?

Yes, how many *minutes* in a day?

Yet, with ANY other motor you pay for TOP SPEED every MINUTE the press runs at all!

This is only one of many exclusive features of the

Kimble Printing Press Motor

Another is the absolute control of speeds, not by steps, but by imperceptible gradations, up and down the scale—all by one convenient foot lever.

Sizes and Prices:

Kimble Single Phase, Variable Speed, Alternating Current Motors are made in the following sizes:

For Job Presses

¼ H. P.; ⅓ H. P.; ½ H. P.—friction drive (Single Phase)

For Ponies and Universals

¾ H. P.; 1 H. P.; 1½ H. P.—belt drive (Single Phase)

For Cylinder Presses

1½ H. P. to 5 H. P. (Single Phase)

In all these motors you get a *wide range of speeds,* and a more flexible CONTROL, coupled with a far larger output per kilowatt than any other motor can offer.

Send for our proofs and prices.

Kimble Electric Co. *1125 Washington Boul. Chicago*

DREW SERIES

48 Point — 4 A $4 55 5 a $2 95 $7 50

DESIGN Pleasing

6 Point — 21 A $0 95 42 a $1 05 $2 00

CHASTE DESIGN PLEASES BUYERS
MUCH PRAISE GIVEN NEW SERIES
The beauty of this new design is enhanced by its open and free-hand appearance, and it is a decidedly appropriate face for many kinds of high grade printing where delicate treatment is desired, yet the positive color value of its characters classifies it amongst the types of $1234567890 medium strength

10 Point — 17 A $1 20 36 a $1 30 $2 50

BRILLIANT COMPOSITORS DELIGHTED
SIMPLE ELEGANCE CHARMS DOUBTER
Many attempts have been made by typographical experts to select an ideal type face for commercial requirements. If clarity and grace are considered this new face will stand among the great favorites

36 Point — 4 A $2 50 8 a $2 50 $5 00

Delightfully RECEIVED

14 Point — 13 A $1 45 26 a $1 55 $3 00

STRIKING EFFECTS DESIRED
Men who always select the artistic have praised the beauty of the new and distinctive type face displayed on this page. Printers desiring fine

8 Point — 22 A $1 10 42 a $1 15 $2 25

SCIENTIFIC METHOD SUPERIOR
PRINTER HASTENS MILLENIUM
Without efficient management the most competent workman combined with the most attractive type faces cannot show satisfactory profits. Do not imagine for an instant that you are a clever enough manager to make any office prosperous

30 Point — 5 A $2 10 10 a $2 15 $4 25

EXUBERANT Congratulation

12 Point — 16 A $1 35 32 a $1 40 $2 75

DEMAND PRINTING PROFIT
Successful enterprise is the result of foresight and ingenuity and correct method of doing business. Ask any efficient manager the reason for the admirable $1234567890 adjustments

18 Point — 9 A $1 50 20 a $1 75 $3 25

EARN MORE COIN
Constant pursuit of the shy profits makes very desirable daily exercise

24 Point — 6 A $1 75 11 a $1 75 $3 50

Business Men Extol DREW SERIES

Send for pamphlet showing the adaptability of the Drew Series

AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR AND MAKER

Lithotone Brass Rule Hylite Border

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment-Advertising & Circulation Methods

Officially endorsed by the Printers' League of America, Ben Franklin Club of America, New York Master Printers' Association, Electrotypers' Board of Trade of New York, The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, the International Association of Manufacturing Photoengravers and the Photoengravers' League of New York. Held coincident with the conventions of The American Newspaper Publishers' Association, Associated Press and Printers' League of America, and with the cooperation of the various advertising clubs and leagues.

A. B. Cornwright

NEW GRAND CENTRAL PALACE, NEW YORK CITY
April 19 to 26, 1913

This exposition will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

The above-mentioned organizations are all cooperating to help make this show the greatest of its kind that has ever been held in the world.

The various importers and exporters, consuls and foreign chambers of commerce are also cooperating with us and distributing our literature throughout the world, so as to interest the foreign dealers to attend, and it is being impressed on these people that this particular event presents the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods *necessary* to people in the above lines of business.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, at Washington, are printing our articles and invitations in their Daily Consular Reports.

The Mergenthaler Linotype Company is sending out, in conjunction with its January *Bulletin*, 50,000 tickets to printers throughout the United States and Canada, and an article in the *Bulletin* will advise all printers and publishers to arrange their trips to New York so as to be here in April, during the show.

The Lanston Monotype Machine Company has arranged to send out 60,000 tickets to the trade, the Dexter Folder Company 30,000, and other exhibitors many more thousands, covering their mailing lists.

150,000 TICKETS will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

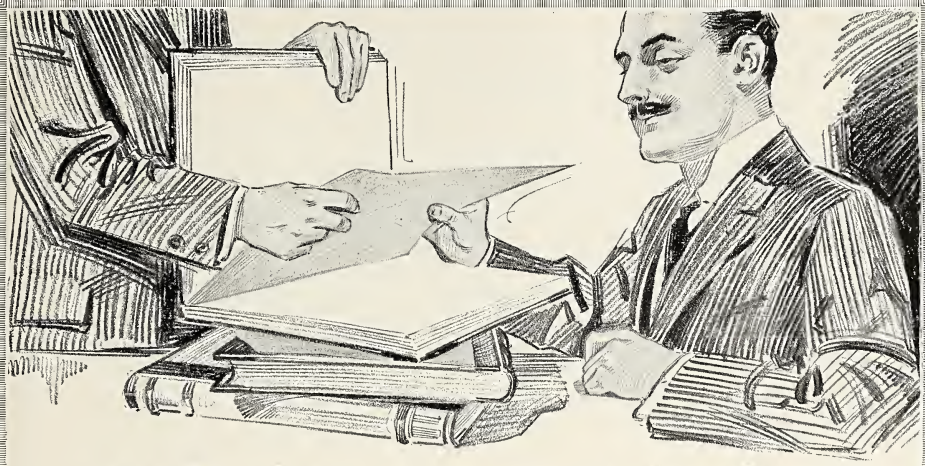
Manufacturers and Supply Men

To those of you who haven't arranged for your spaces, the question is: What are you going to do about this? Are you going to be represented in this Great International Gathering, or are you going to be " penny-wise " and " pound-foolish " and let the cost of space stand between you and a large volume of new business? *Are you going to exercise foresight or hindsight?*

The spaces on the main floor of the Palace are selling rapidly and will soon all be gone. We have arranged for the *second floor*, but if you act *now* you can secure a choice location on the first one.

If you get in touch with me right away, I will be glad to give you many more sound reasons why you should be represented here. Apply to

HARRY A. COCHRANE, President
200 Fifth Avenue, New York City
Telephone, Gramercy 724



Let Us Solve Your Paper Problems

Supposing your customer requires a size that is not commonly carried in stock. What if you haven't been able to get it from other sources — Hammermill Bond can be had immediately, as we carry in stock all regular sizes.

Or perhaps he needs a certain weight to keep his circular inside the one-cent postal limit. Hammermill Bond can be shipped the day your order is received.

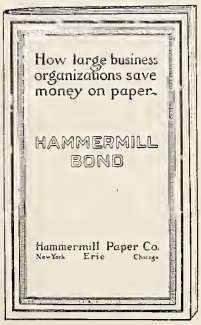
Then, again, he may have a dozen branches, departments, or purposes for each of which he requires a different color. Hammermill Bond will give him his choice of 12 colors and white.

HAMMERMILL BOND

The Durable Paper for Every Business Use

Show your customers a sample. Have them test its strength, see its uniform quality and fine finish. That will prove to their own satisfaction that it is the best paper of its kind ever made for the money.

Hammermill Bond is a much better paper for your customers because of its economic advantages and unusual adaptability. They can use it for letterheads, circulars, inter-office correspondence, factory forms, billheads and numerous other purposes.



Hammermill Bond means more business for you because it enables you to give your customers just what they want, to save them money and to simplify their printed matter.

Remember, Hammermill Bond comes in all standard weights and sizes — 12 colors and white. We guarantee prompt delivery.

Write on your Letterhead—NOW
For Free Book of Samples

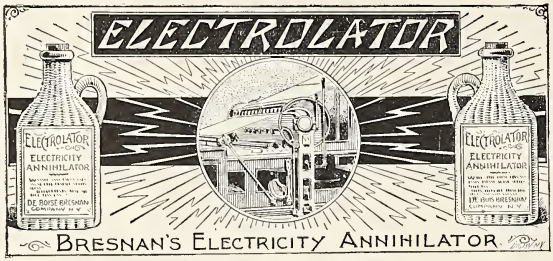
Hammermill Paper Co.

Erie, Pa.

DISTRIBUTORS OF HAMMERMILL BOND

Albany	Hudson Valley Paper Co.
Atlanta	S. P. Richards Company
Baltimore	Dobler & Mudge
Birmingham	The Whitaker Paper Co.
Boston	Bay State Paper Co.
Buffalo	Alling & Cory Co.
Chicago	Dearborn Paper Co.
Cincinnati	The Whitaker Paper Co.
Cleveland	Petrequin Paper Co.
Denver, Carter, Rice & Carpenter Paper Co.	
Des Moines	Carpenter Paper Co.
Detroit	Beecher, Peck & Lewis
Hagerstown, Md.	Antietam Paper Co.
Hartford, Conn.	E. Tucker & Sons
Holyoke, Mass.	Judd Paper Co.
Indianapolis	Crescent Paper Co.
Kansas City	Kansas City Paper House
Lansing, Mich.	Dudley Paper Co.
Los Angeles,	Zellerbach Paper Co.
Louisville	The Whitaker Paper Co.
Milwaukee	E. A. Bouer Co.
Minneapolis	John Leslie Paper Co.
Montreal	Howard Smith Paper Co.
Nashville	Clements Paper Co.
New Orleans	E. C. Palmer & Co.
New York City	Paul E. Vernon & Co.
New York City	Union Card & Paper Co.
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Oakland, Cal.	Zellerbach Paper Co.
Omaha	Carpenter Paper Co.
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Pittsburgh	Alling & Cory Co.
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A REMEDY FOR ALL ELECTRICITY TROUBLE IN PAPER



Reduces Costs and Increases Efficiency

Let us send you more particulars and a list of those who have used and known its virtue. Or we will send you a half gallon on approval.

De Boise Bresnan Co., Inc.

23 Park Row, New York City

½ gal., $3.50 1 gal., $6.50 5 gal., $25.00

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

FOR every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

NON-CURLING GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

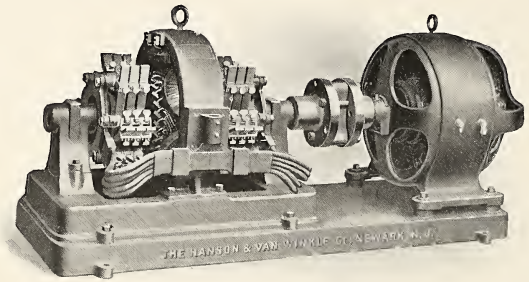
We can supply in rolls or sheets.

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England in 1811

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Rapid Depositing Self Exciting Or Separately Excited



High Commercial And Electrical Efficiency Low Temperature Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

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The Hanson & Van Winkle Company

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Bring your depositing troubles to us; we will gladly advise you.

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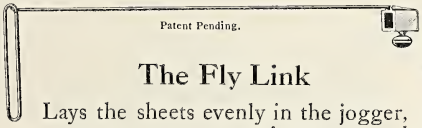


Licensed under Patents Chapman Electric Neutralizer Co.

In printing paper will prevent losses in the cylinder pressroom. Hundreds of presses now equipped with the

Thompson Static Neutralizer

are insured against these losses. It consumes no current and costs nothing to operate it. Its low cost is saved on the first job you run.



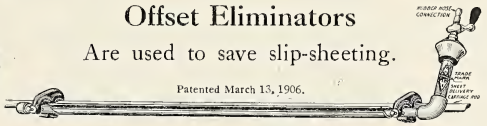
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The Fly Link

Lays the sheets evenly in the jogger, prevents corners turning over and permits printing at high peed.

Offset Eliminators

Are used to save slip-sheeting.



Patented March 13, 1906.

The "Kay-Kay Dispeller" is the only authorized gas-burner for printing-presses and infringers of this patent will be prosecuted.

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A modern Cutting Machine, built of the best material obtainable and backed by the Chandler & Price reputation for reliability.

Extra heavy frames and braces to withstand great strains and that enable it to bear up under heaviest cuts of toughest stock.

A deep throat and ample table permit handling of sheets up to capacity of machine. Extra large hand-wheel makes clamping easy.

Either belt or motor may be used for power, and a speed of twenty cuts per minute is possible. Power recommended is two H.-P.

All parts are commercially interchangeable, and the C. & P. Cutter will give satisfactory service for an unlimited time.

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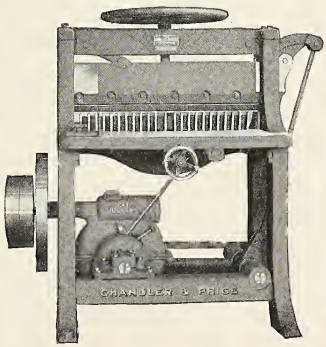
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Write to-day.

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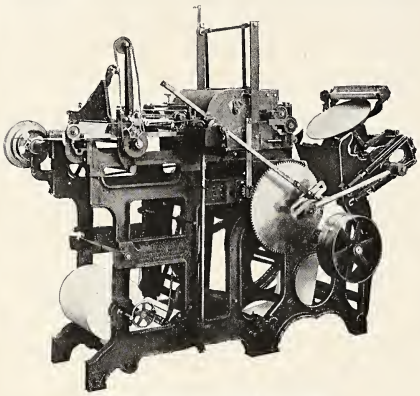
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MAKES A DOUBLE PROPOSITION

And should interest the thrifty printer who wants to meet competition, but lacks the proper equipment.

1,500 TO 3,500 PER HOUR

We stand back of every statement made regarding *character* and *quantity* of output, and we want the prospective buyer to *thoroughly investigate* our claims before buying any other press.



THE TOLEDO WEB PRESS

will print from 1,500 to 3,500 impressions, according to size and length of feed, and the character of output, we guarantee to stand the test of comparison with any press on to-day's market.

SOME SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

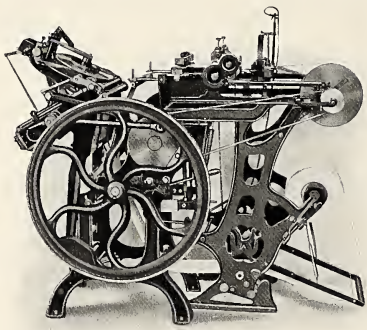
A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit*.

Write for samples, representing actual product, prices, sizes and further information.

This Accommodation Plan

whereby we manufacture the Automatic Attachment and sell it to the printer without the Gordon press will fill the requirement long experienced by a great number of printers who have idle job presses that can be pressed into service by attaching our combination.

This Attachment provides an automatic feed, together with facilities (separate UNITS) for perforating, punching, slitting, cutting, stacking, rewinding, two-color, numbering, counting, etc.



Cut shows how to be applied. Sold with or without press.

A Gordon press, equipped with the Attachment and facilities, is instantly transformed into a perfecting press, capable of producing many times the *variety* and *quantity* of *output* at *minimum cost* of production.

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Practical Text-book of Lithography

A Modern Treatise on the

Art of Printing from Stone

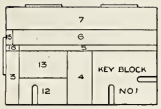
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THE NATIONAL LITHOGRAPHER

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Wilson Blocks have stood the test of time

EVERY 'original chap' has had his fling at hooks and plate-mounting devices.

They are all good for certain limited uses.

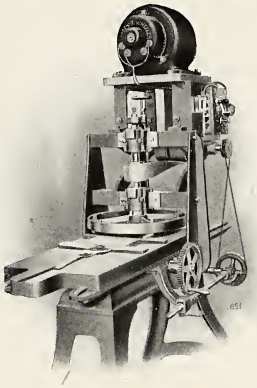
Yet the Wilson Block, after years of faithful service, remains the standard for bookwork. It is speediest as to every operation, most easily handled, most durable, and most valuable.

Should you hesitate, the blocks will come to you to speak for themselves.

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Manufacturers

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Driven by Form L Motor

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are those we have made in applying motor drive to printing machinery. Hundreds of printers will bear witness to this.

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CROCKER-WHEELER CO.

Offices in All Principal Cities

THE BOSTON SEVEN-EIGHTHS

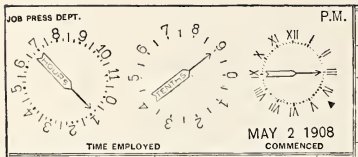
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Perfected to stitch heavy work within 7/8 inch thickness better than any other stitcher. One adjustment for all parts, four surface cutters, flat and saddle table, fine or heavy wire without changing parts. Simple, economical, efficient, reliable.

☞For magazines or periodical work, saddle stitched, we have an automatically fed multiple Boston with delivery.

Write for particulars

AMERICAN TYPE FOUNDERS COMPANY



JOB NO.	910
PRESS NO.	5
PRESSMAN'S NO.	41
FEEDER'S NO.	
AMOUNT—TIME	
COLOR INK	

IMPRESSIONS
Counter at Finish
" " Start
TOTAL
With Automatic ___Yes ___No

CHARGEABLE		EXPENSE	
Make Ready	X	Waiting for form	
Running		Waiting for Stock	
Wash Up for Job		Waiting for Ink	
Registering Forms		Correcting Impossition	
Press Changes		Repairs	
Slip Sheeting		General Wash Up	
Press Proofs		Oiling Up	
Waiting for O.K.		Errands	
		Idle	

Record shows that Pressman No. 41 started to "make ready" on Press No. 5, Job No. 910, at 4:15 P. M., May 2, 1908, and the time spent on this operation was nine-tenths (.9) of an hour.

In Any Cost System

where the hourly charge for service includes machine time and expense as well as labor, errors in time records make a serious difference in the result.

Calculagraph Records

of Elapsed Time are the only safe time records to use, and they will fit any cost system. They are also best for pay-rolls. Impossible for the Calculagraph to make mistakes.

Ask for our free booklet, "Accurate Cost Records in Print Shops."

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Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

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Printing & Lithographic Inks

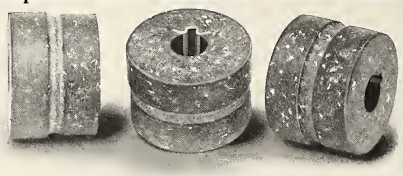
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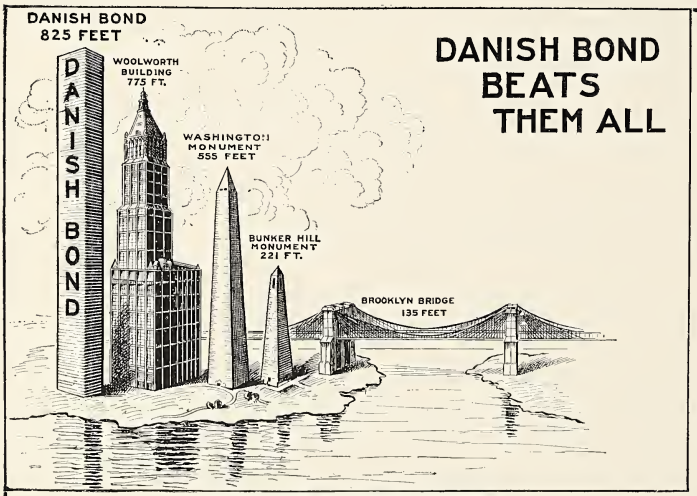
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Composition Truck Rollers for Gordon Presses



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly, without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

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Brantford, Ontario.....Barber-Ellis, Ltd.	New Orleans, La.....E. C. Palmer & Company.
Buffalo, N. Y.....R. H. Thompson Company.	Omaha, Neb.....Carpenter Paper Company.
Chicago, Ill.....Dwight Brothers Paper Company.	Philadelphia, Pa..Wilkinson Brothers & Company.
Columbus, Ohio.The Central Ohio Paper Company.	Portland, Ore.....Pacific Paper Company.
Denver, Colo..Carter, Rice & Carpenter Paper Co.	Rochester, N. Y.....R. M. Myers & Company.
Grand Rapids, Mich...Dwight Brothers Paper Co.	San Francisco, Cal.....Blake, Moffitt & Towne.
Indianapolis, Ind.....Cresent Paper Company.	St. Louis, Mo.....Mack-Elliott Paper Company.
Kansas City, Mo.....Kansas City Paper House.	Toronto, Ontario.....Barber-Ellis, Ltd.
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Louisville, Ky.....Louisville Paper Company.	Winnipeg, Manitoba.....Barber-Ellis, Ltd.

Every week the sales of

Danish Bond

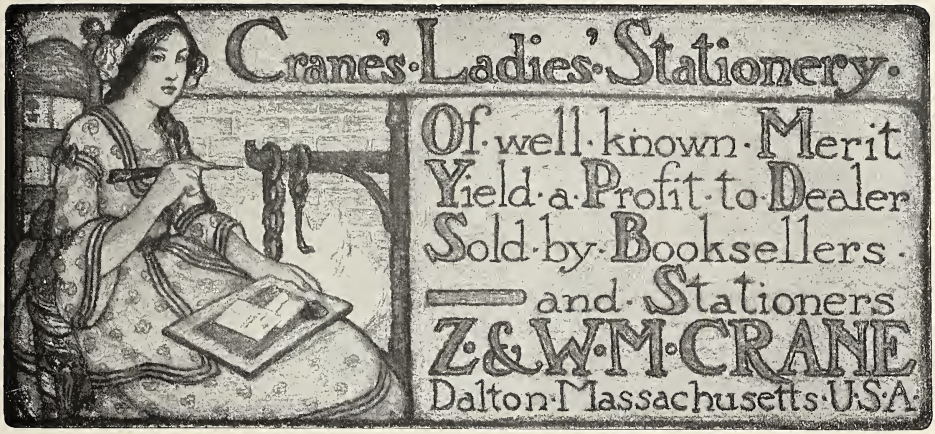
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B. D. RISING PAPER COMPANY

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Berkshire County,
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This is the school where mechanism is successfully taught.

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¶ This line of papers represents the highest degree of creative genius in the production of an ideal book and cover paper for superior printing and advertising purposes.

A Work of Art

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Water-marked — Deckle Edge
Four finishes — Five colors
25 x 38 — 60 and 80 lbs.

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Also Double Thick
20 x 25 and 22½ x 28½

A complete stock of every item carried in Chicago.

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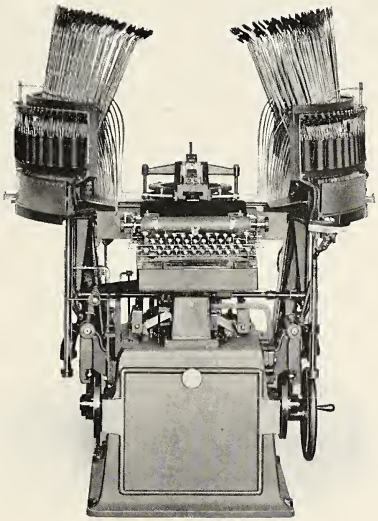
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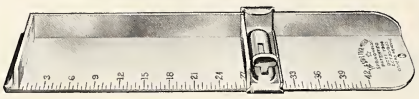
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The most satisfactory Impression Lead yet produced for the lead molding process. Carefully and scientifically made and packed by people WHO KNOW HOW.

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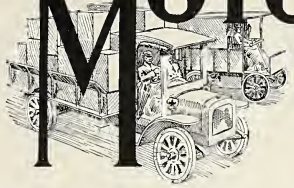
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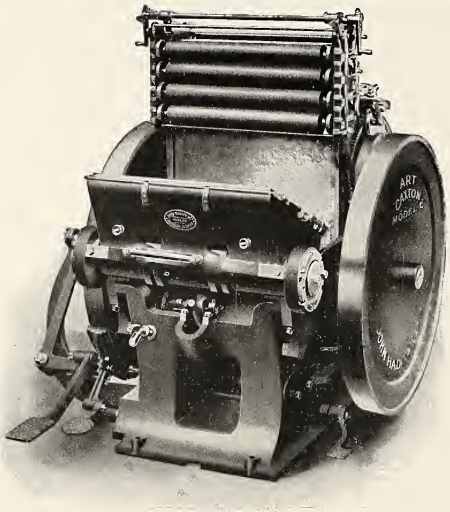
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Simple in operation and adjustment. Strong and substantially built, and backed by a continuous guarantee of absolute satisfaction. *Write to-day for full particulars.*

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CLEVELAND, OHIO

Presses for 1913

The Finest Platen Presses Ever Built: JOHN HADDON & CO., LONDON, E. C.

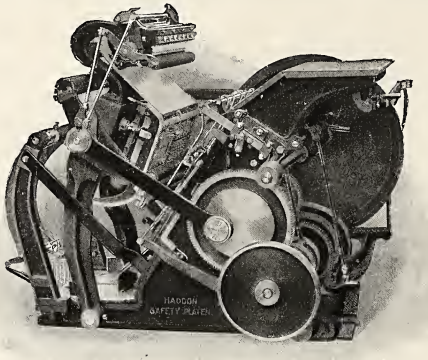


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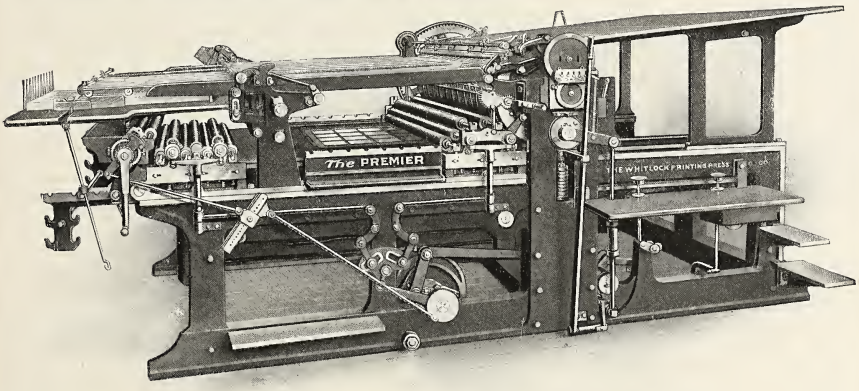
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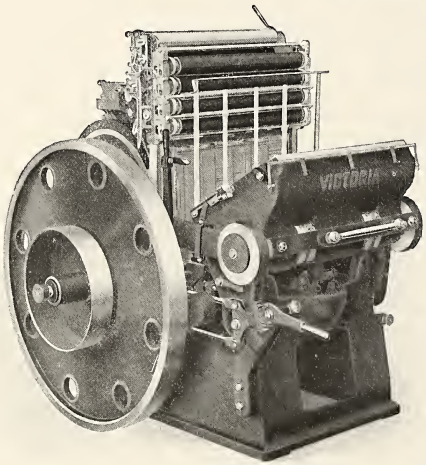
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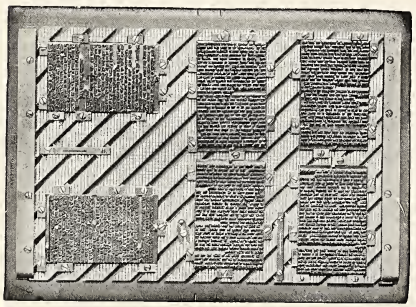
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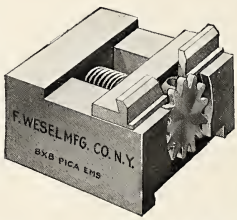
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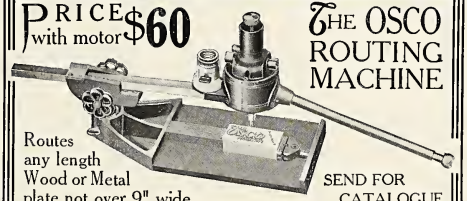
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John M. Imrie, Esq., Manager
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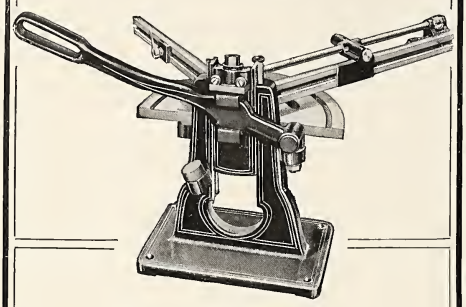
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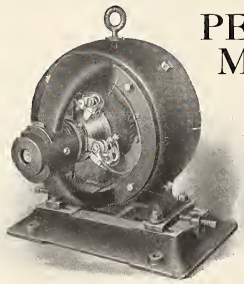
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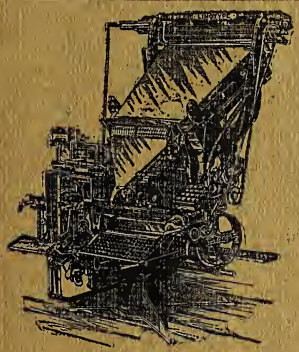
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632 South Sherman Street
CHICAGO, ILLINOIS

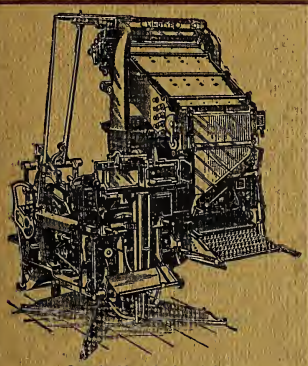
For Twenty-Five Years



Quick-Change Model 8
Three-Magazine Linotype

Linotypes have been the choice of men who demanded and secured the best and most modern development in composing machines. Now an even greater success is being scored, for in

MULTIPLE MAGAZINE LINOTYPES



Quick-Change Model 9
Four-Magazine Linotype

A wider range of models is found to choose from. Two, three and four magazine machines are offered, with equipment to suit the varied requirements of the most complicated classes of composition.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models, can be used without the consent of this company.

Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave. SAN FRANCISCO: 636-646 Sacramento St. NEW ORLEANS: 549 Baronne St.

TORONTO — Canadian Linotype, Ltd., 35 Lombard Street

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik G.m.b.H., Berlin, Germany

BUENOS AIRES—Hoffmann & Stocker
RIO JANEIRO—Emile Lambert
PORTO ALEGRE (Brazil) — Edwards, Cooper & Co.
HAVANA — Francisco Arredondo
SANTIAGO (Chile) — Enrique Davit
BOGOTA (Colombia): Dr. Manuel M. Escobar

MELBOURNE, SYDNEY, N. S. W., WELLINGTON, N. Z., MEXICO CITY, MEX., TOKIO—Teijiro Kurosawa — Parsons Trading Co.

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England

The Miehle

SIZE IS IMPORTANT

The MIEHLE is built in a size which will meet your requirements. Note the wide range in four-roller, three-roller, two-roller and two-color Miehle Presses.

FOUR-ROLLER PRESSES

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
0000000	51 x 74 in.	45⅛ x 70 in.	1600
000000	51 x 68 in.	45⅛ x 64 in.	1600
00000 Special	46 x 68 in.	41 x 64 in.	1700
00000	46 x 65 in.	41 x 61 in.	1700
0000	46 x 62 in.	41 x 58 in.	1700
00	43 x 56 in.	38 x 52 in.	1800
1	39 x 53 in.	34⅛ x 49 in.	1900
2	35 x 50 in.	30½ x 46 in.	2000
3	33 x 46 in.	28 x 42 in.	2100
4	29 x 41 in.	24 x 37 in.	2200

THREE-ROLLER PRESS

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
4	29 x 42 in.	24 x 38 in.	2400

TWO-ROLLER PRESSES

Press No.	Type Bed	Type Matter	Practical Speed Per Hour
00	43 x 56 in.	38 x 52 in.	2000
3½	31 x 42 in.	26 x 38 in.	2400
4	29 x 40 in.	24 x 37 in.	2500
1-Pony	26 x 34 in.	21 x 30 in.	2700

TWO-COLOR PRESSES

Press No.	Type Bed	Form Locked in Bed Without Chase	Practical Speed Per Hour
00000	52 x 65 in.	46 x 64 in.	1500
000	45½ x 62 in.	40 x 61 in.	1600
0	42⅞ x 56 in.	36½ x 55 in.	1700

Miehle Printing Press & Manufacturing Co.

SALES OFFICES IN THE UNITED STATES:

Chicago, 1218 Monadnock Blk.
New York, N. Y., 38 Park Row
Dallas, Texas, 411 Juanita Building
Boston, Massachusetts, 164 Federal Street
Portland, Oregon, 506 Manchester Building
San Francisco, California, 401 Williams Building
Atlanta, Georgia, Dodson Printers Supply Company
Philadelphia, Pennsylvania, Commonwealth Trust Building

14TH AND ROBEY STREETS CHICAGO

Eight and one-half acres of floor space devoted exclusively to the manufacture of two-revolution presses

FOREIGN DISTRIBUTORS:

Toronto Type Foundry Co. Ltd., Toronto, Canada
S. A. des Presses Typogr. Miehle, 7 Rue Lafiitte, Paris, France
Miehle Druck Pressen G. m. b. H. 94 Markgrafenst., Berlin, Germany
Herm. Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil
Williamson, Balfour & Co., Santiago and Valparaiso, Chile
Parsons Trading Co., Buenos Aires, Mexico City and Havana

The Inland Printer

Chicago
New York

Smithsonian Institution,
MAR 6 1913
National Museum.

Vol. 50 No. 6
March, 1913
Price 30c.

COMPOSING MACHINE 5 POINT to 18 POINT

The Monotype

TYPE CASTER ALL SIZES 5 POINT to 36 POINT

Quality and Service Command the Price

THE MONOTYPE Composing Machine and Type Caster (two machines in one) is not sold on price.

Discriminating printers purchase it for service and the quality of the composition and type produced.



The machine that makes the composing room efficient

Service in a composing machine means converting machine hours into profitable sold hours, besides an ample quantity of type for the cases.

The more kinds of work the machine, will handle the more hours you will have to sell.

The Monotype with its flexible matrix system, fits the work better than any other composing machine, and as a type caster it supplies every workman with necessary tools, because it casts foundry type and spacing material up to 36 point.

Incidentally, the service feature of the Monotype is the best composing room help to the salesman. It attracts work to the office and creates satisfied customers.

Lanston Monotype Machine Co.

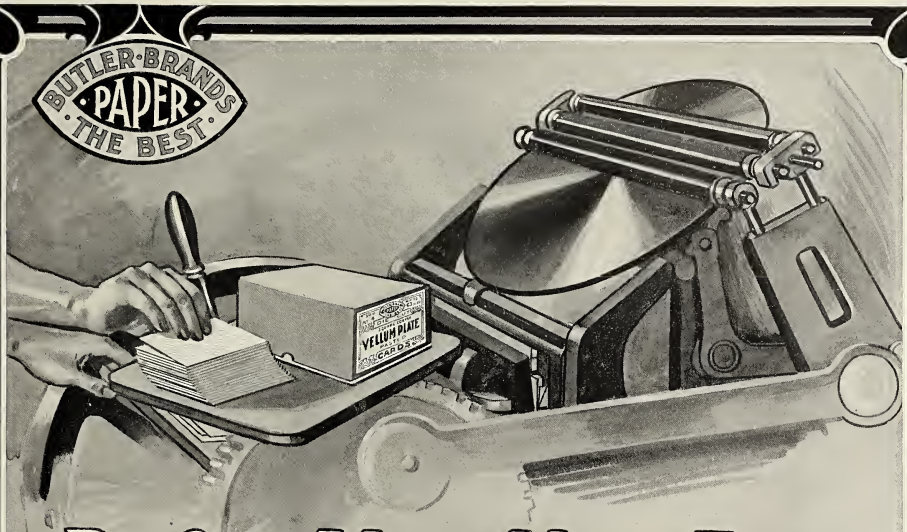
Philadelphia

New York Chicago Boston

Miller & Richard, Canadian Representatives, Toronto & Winnipeg

4

This advertisement is set in Monotype faces and borders



Before Your Very Eyes

CARDS of dependable quality, perfectly cut and attractively packed in handsome, strong boxes, are certainly worth more than the ordinary kind. We have made a study of the cut card business from the printer's standpoint and have been able to present a strong line which has been recognized for its superiority from the very first.

¶ If you could see the loads and loads of Bristols in large sheets being cut every day into cards—square and round corner, all plies, colors and sizes—and witness the expert packers and labelers, busy as bees, all helping to meet the demand for

"Butler Brands" of Cut Cards

you would doubtless marvel at the size of our business on this class of goods alone. You would understand, too, why we can put so much value into our cards at prices usually charged for indifferent goods.

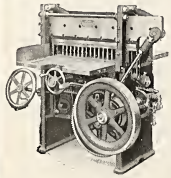
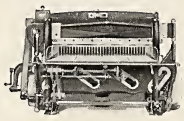
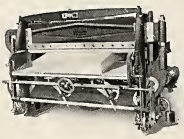
With a box of our cards before you to inspect you will say we have the Cut Card business down to a science.

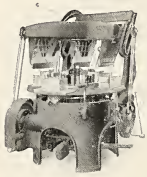
Distributors of "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Mississippi Valley Paper Co.	St. Louis, Mo.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
National Paper & Type Co. (export only)	New York, N. Y.
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

¶ A handy pocket edition of samples containing all qualities, with full information, will be mailed on request. It will be helpful to you in soliciting orders. No prices are shown on the samples; they are quoted only in our general Net List which you shouldn't be without.

J. W. Butler Paper Co.
Chicago. ESTABLISHED 1844

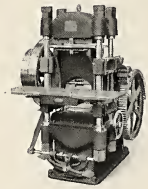
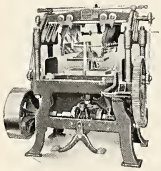




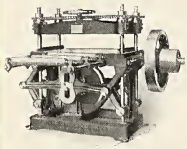


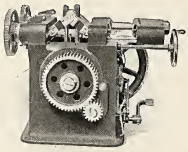
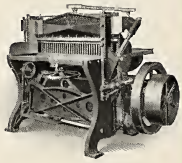

Some of Our Leaders

EACH machine illustrated here is a leader of its particular type. Neither time nor expense has been spared in perfecting The Seybold Full Line. A quarter of a century spent in investigating, designing and devising machinery to cover the needs of Printer, Bookbinder, Lithographer, Paper-Mill and allied industries, has produced a line of machinery that stands preeminently at the head.

These are only a few of the machines we manufacture. Full particulars and illustrations of our entire line may be had by addressing the home office and factory, or any of our branches or agencies.



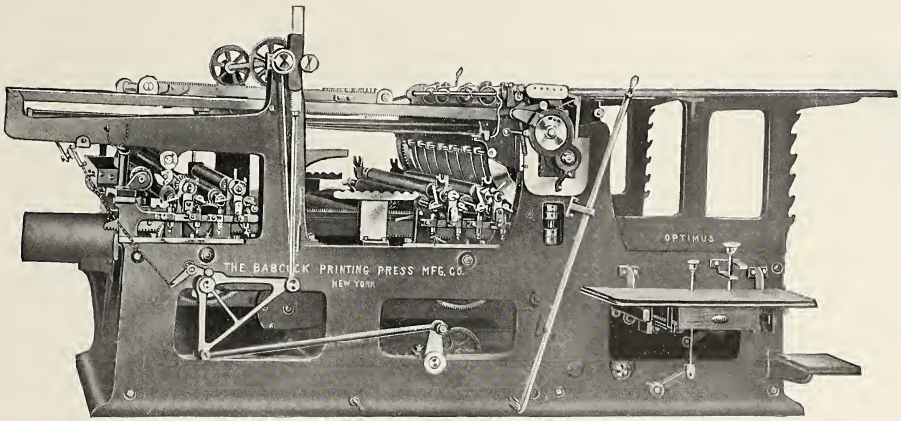
THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT

New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO

ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.

National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

The Optimus does not gutter on heavy forms. It meets them without this or any symptom of weakness; it is the only one that does. Held by lugs cast on the side-frames, and bolted to them, the strongest impression girt in use supports six patented tracks. Construction details render girt and tracks supremely strong, and give a bed support without equal in rigidity. Pony sizes do not need as many tracks.

Beyond impression line more than two tracks are useless. Two of the six tracks under Optimus' impression are full length, with one short track under each bearer and two between the long tracks. We have proved decisively that for strength and endurance, for the easy maintenance of long continued high efficiency, this disposition of tracks is better than any other form.

The usual practice is four tracks each as long as the bed travel. The inside tracks wear most; there is no quick or reliable way to correct the resultant inequality. A true bearing for the bed across four tracks of uneven surfaces is impossible; impression becomes uneven, make-ready excessive, forms wear, and the press is no longer highly efficient.

Successful Optimus' strain resistance accompanies an equally enviable safeguard against wear. Each short track has three five-inch wheels, each wheel quickly adjusted to produce absolute uniformity of impression throughout the life of the press. The two long tracks are more quickly and effectively corrected than if they were a part of a four-track device. Equality of bed bearing is readily maintained at any age or use, a feature unknown in any other press.

The wheel tracks have three times the wearing surface of a straight track of same length. Each equals four feet of straight track. In this form it is possible to concentrate this four-foot track, or an aggregate of sixteen feet of track, under the point of intense strain. Its advantages are increased surface, greater durability, added rigidity, easier drive. Each wheel has a bearing pivoted at one end, with a coil spring under the other. Adjustment of each is quickly made by loosening the clamps; the spring forces wheel above its correct position; the bed is moved over it, the depression compelling accurate contact with bed bottom; bolts are tightened, and the wheel held positively without variation or deflection. It is a superb point in press construction.

A new style slider that annuls friction holds the rollers in the long tracks. A spiral mechanism is easily adjusted to change point of reversal so that guttering of the tracks is impossible no matter how long the press has been used.

SET IN AUTHORS ROMAN



Read the Royal Address to Your Stenographer

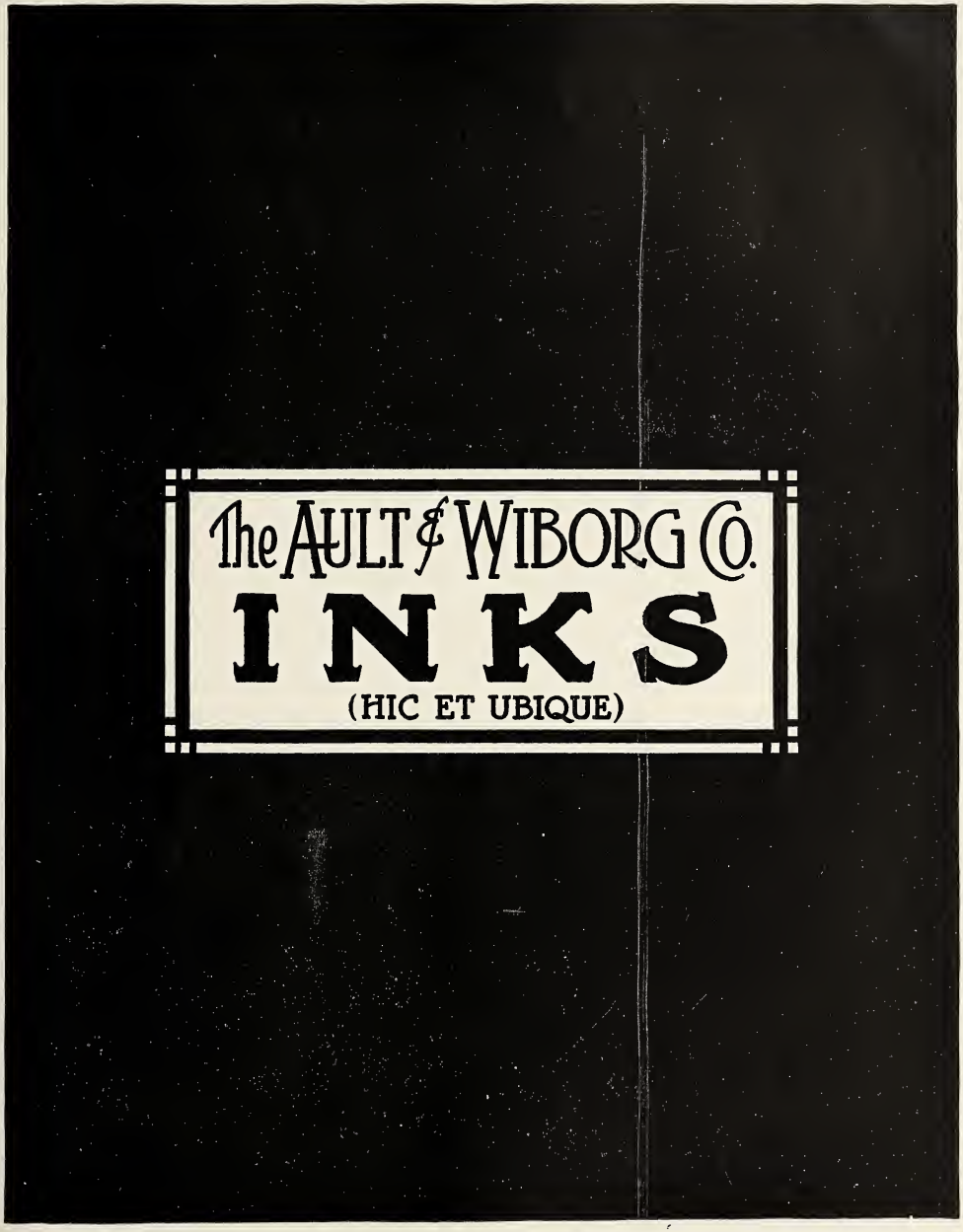
CONVINCE YOURSELF OF ONE FACT: that it pays the most exacting buyers of printing plates to send their original color-plate engravings to the Royal Plant. Therefore, it will pay you — at least to try one set of Royal Duplicuts.

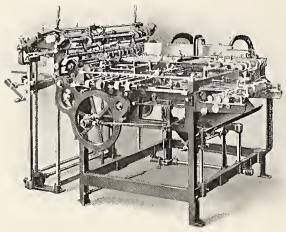
Make up your mind that others would not constantly rely on the Royal system of lead moulding and Royal skill in finishing electrotypes if it were not worth while. Demonstrations are always interesting — you will find the proposed test extremely so.

Let your shipping clerk show his dexterity in packing up a set of color plates. Make out the order while the idea is warm — otherwise you will be liable to fall back on habit and allow your electrotypes to be made on the "I guess they are good enough basis."

Royal quality pays — without a doubt. Here's the address:

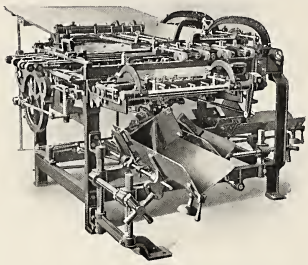
ROYAL ELECTROTYPE COMPANY
616 SANSOM STREET PHILADELPHIA


The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)



187—8½ x 11" to 19 x 25"

DEXTER FOLDER COMPANY



189—12 x 16" to 25 x 38"

DEXTER JOBBING FOLDERS

DEXTER JOBBING FOLDERS will more completely fill the requirements of the average plant handling a large variety of Book, Pamphlet and Magazine work than any other machine. They are Jobbing Folders in the strictest sense of the word, designed especially for simplicity of operation and quick changes from one size sheet to another; the most approved labor saving devices, reducing cost of operation to the minimum.

THESE FOLDERS are not an experiment; they are the latest creation of the largest manufacturers of folding machines in the world; they compile experience of over thirty years in building and designing satisfactory machines.

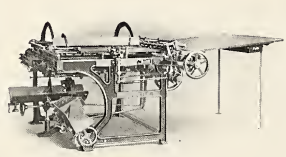
Back of these latest designs are thousands of machines in daily use. Great numbers of them will be found in the largest printing and publishing plants in the world.

WHERE standards are the highest and the output in products are the largest—there the DEXTER machines are sure to be found.

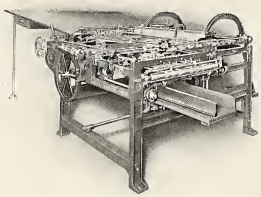
They are built in the following sizes:

Cat. No.	Sheet size	Cat. No.	Sheet size
187	8½ x 11 to 19 x 25	190	12 x 16 to 33 x 46
189	12 x 16 to 25 x 38	191	14 x 19 to 39 x 52

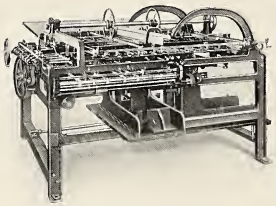
No. 192—24 x 36 to 42 x 60



190—12 x 16" to 33 x 46"



191—14 x 19" to 38 x 52"



192—24 x 36" to 42 x 60"

DEXTER FOLDER COMPANY

FOLDERS, PILE FEEDERS, CUTTERS, BUNDLING PRESSES, CROSS CONTINUOUS FEEDERS

200 Fifth Ave., NEW YORK 431 South Dearborn St., CHICAGO Fifth and Chestnut Sts., PHILADELPHIA 185 Summer St., BOSTON
Dodson Printers' Supply Co., ATLANTA, GA. N. W. Brintnall, 568 Howard Street, SAN FRANCISCO
T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA E. G. Myers, DALLAS, TEXAS

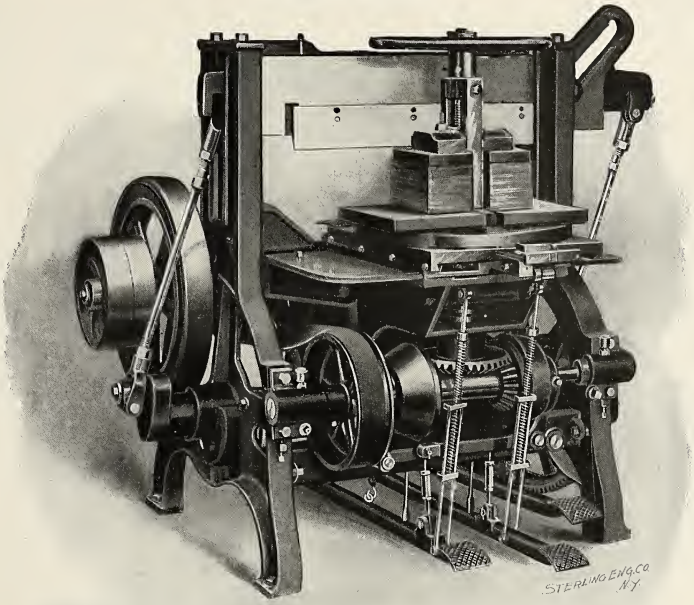
INCREASE YOUR OUTPUT

IMPROVE THE QUALITY *and* REDUCE YOUR COST

BY USING

The Sheridan Automatic Book Trimmer

Price, $700



5,000 one-inch thick books is the actual daily output of a well known bookbinder on a Sheridan Automatic Book Trimmer. It is particularly adapted for and will trim cloth-bound work more accurately than any other trimmer on the market.

Send for Catalogue

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK — 17 S. Franklin Street, CHICAGO

63-69 Mount Pleasant, LONDON, E. C., ENGLAND

ESTABLISHED 1860

FACTORIES AND BRANCHES

CINCINNATI

CHICAGO	BOSTON
PHILADELPHIA	KANSAS CITY
MINNEAPOLIS	ROCHESTER
DETROIT	DALLAS

The Queen City Printing Ink Co.

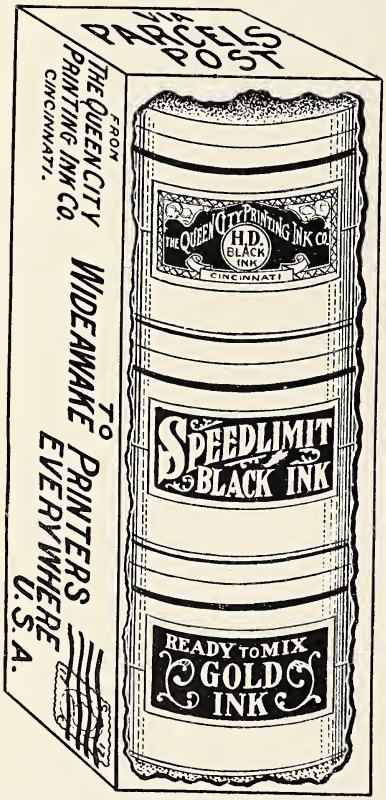
Cincinnati, Ohio, Feb. 25, 1913.

Wide-Awake Printers,

Everywhere,

U. S. A.

Gentlemen:



Quite a saving can be made in the shipping of small quantities of printing ink if sent by Parcel Post, instead of by express.

As the rate is governed by the length of the haul, we call special attention to the convenient location of our different branches.

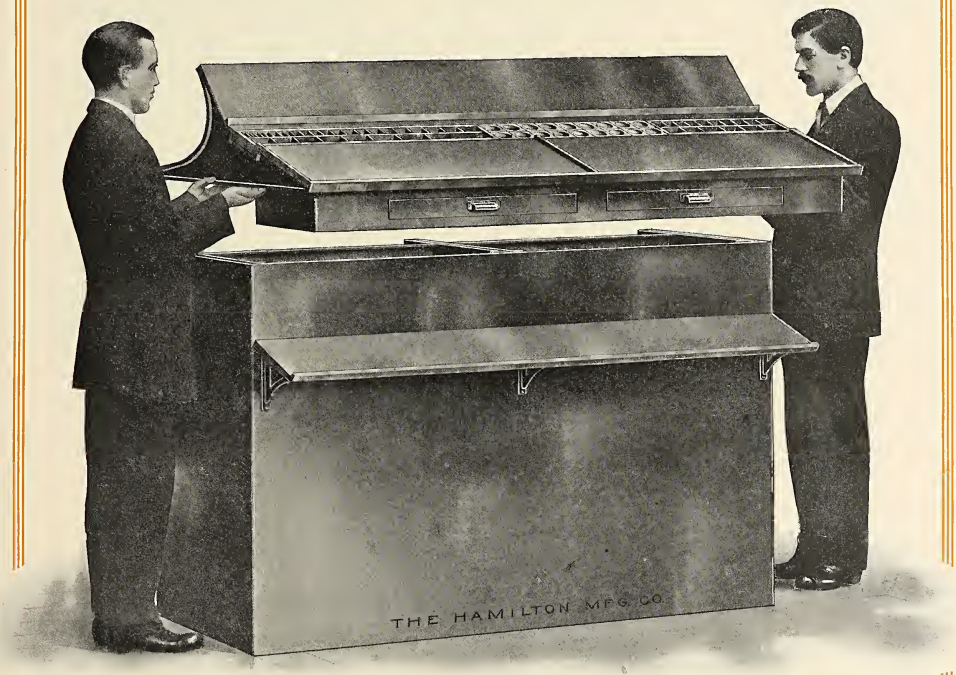
In ordering, please state whether shipment is to be made via freight, express, or PARCEL POST.

Yours truly,

THE QUEEN CITY PRINTING INK CO.

Hamilton Steel Furniture

CONTINUOUS utility is a feature of Hamilton Steel Cabinets. Realizing the great number of years service our Steel Cabinets are destined to perform and desiring to make them permanently efficient during that period, we have constructed them so the tops may be changed at any time to meet new conditions. Every printer who has watched the development of Composing Room Furniture knows that most changes in the past have been in the cabinet top. For this reason we make our cabinet



tops removable as shown in the illustration, thus making it possible to change to any style made necessary by changed conditions in the Composing Room at some future date.

This is only one of the many features of Hamilton Cabinets that have been worked out with great care to protect the interests of our customers. Ask your dealer to show you the **HAMILTON STEEL CABINET.** You can tell it by the trade mark on every piece. When you buy, insist on furniture with our trade mark. Its your guarantee of satisfaction backed up by our unqualified guarantee of materials, workmanship, etc., etc.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GUAGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton's

MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

Reduce the occupied floor space in your composing room from 25 to 50%.
Decrease the labor expense from 10 to 25%.
Decrease the wear and tear on material from 10 to 25%.
Increase the volume of product fully 25%.

That is an attractive proposition on its face, bordering apparently on the impossible, but hundreds of printers are now testifying that these results have been accomplished in their composing rooms after installing modernized furniture made in the Hamilton factories.

These progressive printing concerns will dictate the cost of printing. They are pioneers and progressives. They are solving the problem of cost finding and cost reduction by getting at the root of things.

The Cost of Printing Lies Largely in the Composing Room

Here is food for reflection. Let the efficiency engineer demonstrate what can be done. It is a simple proposition. A floor plan showing location of each piece of furniture; a set of drawings showing new equipment; an estimate of the cost. The signature of the printer on the order sheet is all that is required. The saving in cost production will pay for the new outfit in one year. Every printer should ask himself this question: "Shall I wake up now or wait until my competitor sounds the alarm with lower prices?"

THE RUMFORD PRESS
CONCORD, N. H.

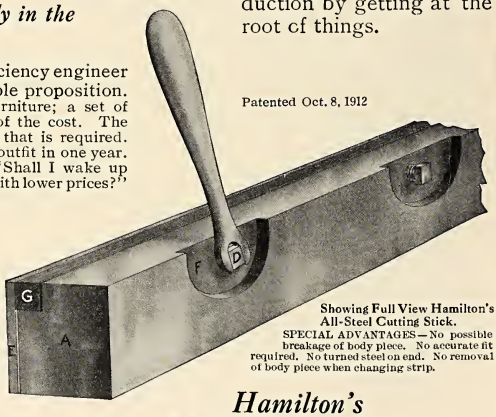
HAMILTON MFG. CO.
TWO RIVERS, WIS.

GENTLEMEN—

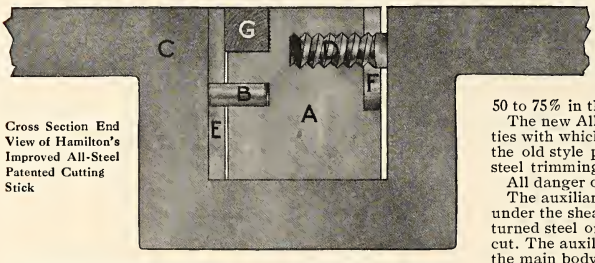
The installation of the new furniture in our composing room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen in handling the work. We have practically doubled our output of work and this would have been impossible to have handled only for the readjustment thru your suggestions. Had we attempted to continue with our old material, we should have had to either refuse the work we have handled this winter or doubled our rental expenses by taking extra floor space. All the furniture we have found to have been everything that it was recommended in material and workmanship and we are very well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Manager.

Patented Oct. 8, 1912



Showing Full View Hamilton's All-Steel Cutting Stick.
SPECIAL ADVANTAGES—No possible breakage of body piece. No accurate fit required. No turned steel on end. No removal of body piece when changing strip.



Cross Section End View of Hamilton's Improved All-Steel Patented Cutting Stick

C—Bed of Paper Cutting Machine.
A—Main body piece of steel.
G—Auxiliary cutting strip of wood.
E—Clamping blade which secures the wood cutting strip G.
B—Guide bolts secured to clamping blade E.
D—Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
F—Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece, and renewed or reversed *without taking the body piece from the machine bed.*

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece *at one operation*, by means of the screw bolts shown in the operation.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

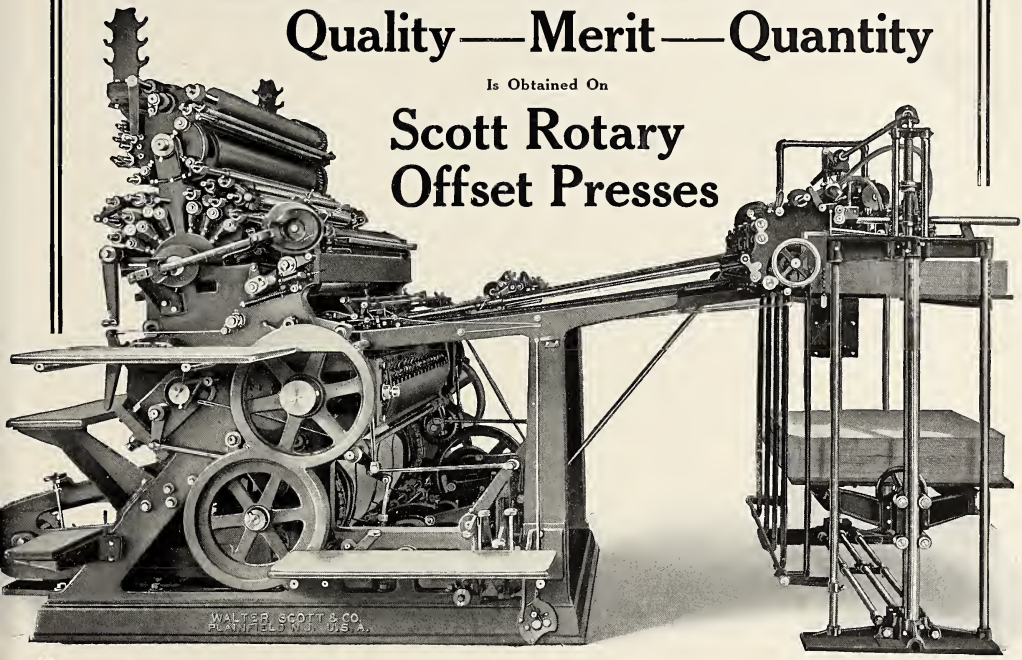
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

Quality—Merit—Quantity

Is Obtained On

Scott Rotary Offset Presses



Quality

is the first consideration in designing and building high-grade machinery. It has always been the policy of the SCOTT Company to maintain and constantly improve the quality of its product, placing the price at the lowest possible point consistent with that quality. This policy of obtaining quality, which includes stability and practicability, as well as appearance, is doubly applicable to our line of Rotary Offset Presses.

Quantity

By comparing the output of different offset printing machines it was found that our six-roller presses, which print, perfectly, sheets up to 40x60 inches, at a speed up to 2,800 per hour, were more profitable to operate than smaller machines, and as a result all the orders placed since December have been for 40 x 60, and for even larger presses, to print sheets up to 45 x 65 inches.

On Merit Alone

do we offer our offset printing machines to the lithographic trade, and on merit alone will we sell them, **and not principally on large trading allowances.**

There Are Many Features

on our Offset Presses which appeal to the practical man, and we want an opportunity to show just what we have and what it costs.

Send for sizes and prices to nearest office

WALTER SCOTT & CO.

New York Office,
1 Madison Avenue

DAVID J. SCOTT, General Manager

Chicago Office,
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN

Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

Erie, Pa.

Chicago
343 South Dearborn Street

New York City
38 Park Row

Atlanta, Ga.
J. H. Schroeter & Bro.

Dallas, Texas
1102 Commerce Street

A Bond of Mutual Interest

There should be a bond of mutual interest between the new printer and the manufacturer of branded paper. For the printer whose customers force him to juggle with price, and who has not yet seen the wisdom of abandoning such customers, there may be some excuse for "making up" on stock and ink, and in any way that will give him a chance to get out on a price that has been "squeezed" too low.

The new printer should welcome a standard paper like

Old Hampshire Bond

a paper his customers know, for his opportunity of building a profitable business does not lie in his ability to fool his customer on stock, but to offer real printing service.

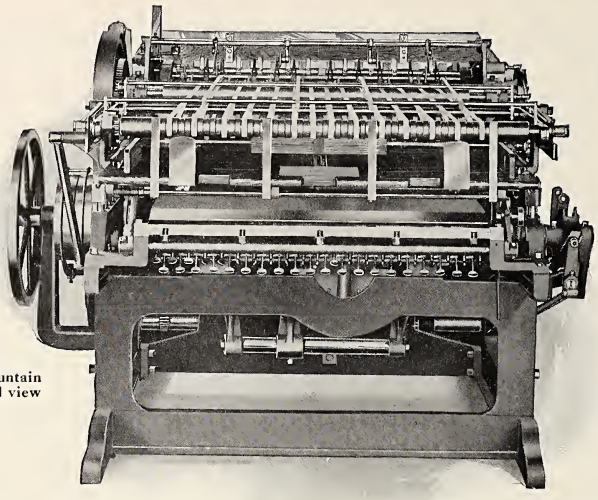
With service the printing business is one of the foremost industries of this country; without it the business is one no ambitious or capable man should enter or remain in. Write us. We would like to talk it over. Perhaps we can help each other.

Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper Exclusively

South Hadley Falls, Massachusetts





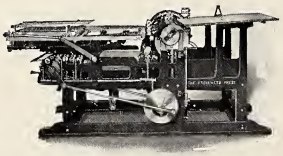
Fountain end view

Stonemetz Two-Revolution

ANYBODY can see at a glance the "class" of the STONEMETZ TWO-REVOLUTION CYLINDER PRESS. No Two-Revolution—at any price—is built better, contains better materials or possesses a greater number of modern improvements. No Two-Revolution has a better bed movement, a more rigid impression, a more perfect register, a better (two form rollers) ink distribution or a better (printed-side-up or printed-side-down) sheet delivery. No Two-Revolution has a *greater percentage of enthusiastic boosters among its owners.* The wonderful success of the STONEMETZ is not accidental. For two generations the name of its makers has stood in the very first row among the prominent manufacturers of printing machinery. All the good resulting from more than a quarter of a century's manufacturing experience enters into the construction of the Stonemetz.

The reasonable price of the Stonemetz appeals instantly to wise buyers—the extraordinary value is apparent to all. Write to-day—*right now*—for descriptive catalogue, beautiful samples of work done on the press, facsimile letters from users, and other interesting literature.

In Stock and for Sale by Type Foundries and Dealers in All Principal Cities

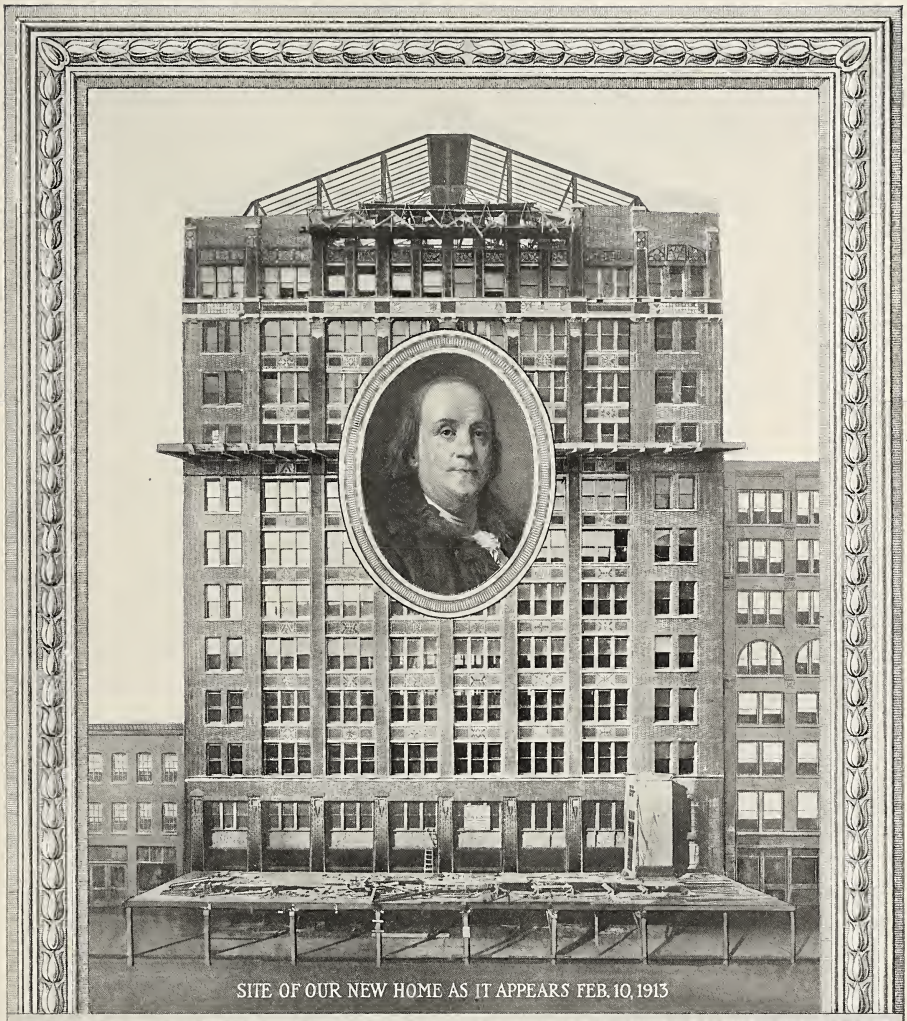


Feeder side view

The Challenge Machinery Company

GRAND HAVEN, MICHIGAN

Chicago Salesroom, 124 South Fifth Avenue.



SITE OF OUR NEW HOME AS IT APPEARS FEB. 10, 1913

THE·FRANKLIN·COMPANY

DESIGNERS·ENGRAVERS·ELECTROTYPERS
BOOKLET AND CATALOG PRINTERS

530·S·DEARBORN ST·CHICAGO

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

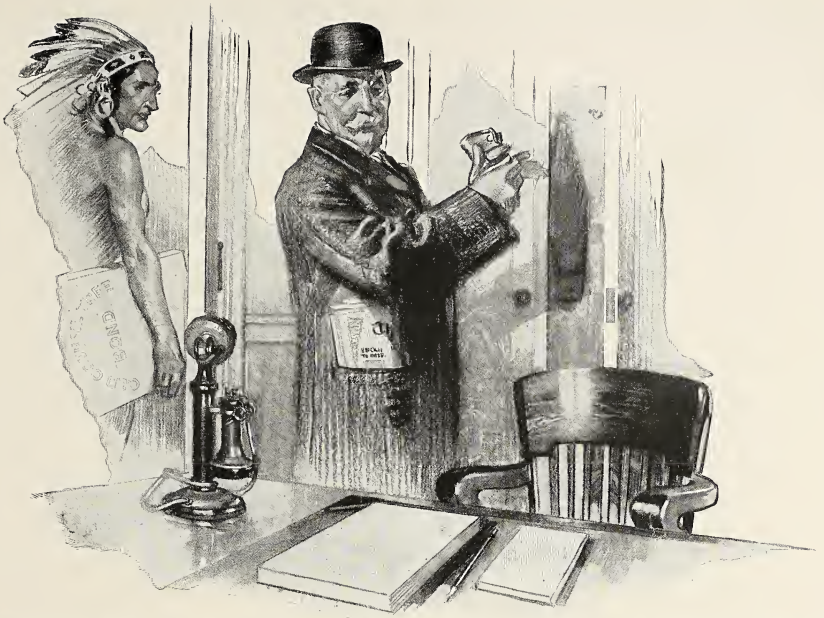
New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!



Every advertisement we spread before the American Business Man *advocates good printing*. We are not creating business for ourselves alone. We are creating work, and a better grade of work, *for you printers*. Whatever response there is to our advertising comes to the printer *first*. Therefore we feel justified in asking American printers to meet us half way and specify OLD COUNCIL TREE BOND.

We are making OLD COUNCIL TREE BOND popular.

We are making it easy for you to sell it. And it's a bond that really sells on sight. You never hear a business man criticise it, and the reason is that it has the crisp, crackly, strong, dignified appearance that smart business men are looking for. And it's even better than it looks. You will never have a "come-back" on it, but you will have many a "repeat order". And that's what you want.

The enterprising, up-to-the-hour printer will take advantage of our advertising efforts. By offering OLD COUNCIL TREE BOND to his trade he is utilizing every dollar we spend. He is saving himself the expense of salesmen—he is saving himself much time and much effort. If you think this is hot-air, try it yourself and see. You will be pleased to find that you can sell OLD COUNCIL TREE BOND where you can't sell anything else.

LIST OF AGENTS CARRYING OLD COUNCIL TREE BOND

BALTIMORE, B. F. Bond Paper Co.
BUFFALO, The Alling & Cory Company
BRANTFORD, CANADA, Barber-Ellis, Ltd.
CINCINNATI, Chatfield & Woods Co.
CLEVELAND, Union Paper & Twine Co.
CHICAGO, Chicago Paper Co.
DETROIT, Chope-Stevens Paper Co.
DENVER, Graham Paper Co.
DALLAS, TEXAS, West-Cullum Paper Co.
HARRISBURG, Johnston Paper Co.
HAVANA, CUBA, National Paper & Type Co.
INDIANAPOLIS, Indiana Paper Co.
KANSAS CITY, Graham Paper Co.
ITHACA, N. Y., T. G. Miller & Sons Paper Co.
LOS ANGELES, Blake, Moffitt & Towne.
LANSING, MICH., Dudley Paper Co.
MEXICO CITY, MEX., National Paper & Type Co.
MINNEAPOLIS, Minneapolis Paper Co.
MILWAUKEE, Standard Paper Co.
MILWAUKEE, E. A. Bouer Co.
NASHVILLE, Graham Paper Co.
NEW ORLEANS, LA., Graham Paper Co.
NEW YORK CITY, J. E. Linde Paper Co.
NEW YORK CITY, George W. Miller & Co.
NEW YORK CITY (HARLEM), J. E. Linde Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NORFOLK, VA., Old Dominion Paper Co.
OMAHA, Carpenter Paper Co.
PORTLAND, OREGON, Blake, McFall Co.
PHILADELPHIA, Irwin N. Megargee & Co., Inc.
PITTSBURG, Chatfield & Woods Co.
ROCHESTER, The Alling & Cory Company
SEATTLE, American Paper Co.
SPRINGFIELD, MO., Springfield Paper Supply Co.
SPOKANE, Spokane Paper & Stat. Co.
ST. LOUIS, Graham Paper Co.
ST. PAUL, Wright, Barrett & Stilwell Co
TACOMA, Tacoma Paper & Stat. Co.
TOLEDO, Blade Printing & Paper Co.
TORONTO, CANADA, Barber-Ellis, Ltd.
WINNIPEG, CANADA, Barber-Ellis, Ltd.
WASHINGTON, D. C., B. F. Bond Paper Co.

OLD COUNCIL TREE TRADE MARK

NEENAH PAPER COMPANY

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS.

NEENAH, WIS.

The Profit-Producing Type Faces

YOU buy type faces for profit, and, of course, type faces vary in profit-producing qualities. The popularity of type faces is based upon their profit-producing qualities. Profit-producing qualities have made the great Type Families of the American Type Founders Company famous. All the better magazine and newspaper advertising, all the better sales catalogues, all the works of printers pre-eminent in quality are set in American Type Faces, because they attract more orders to the printers and attract more business to the printers' customers.

The printers who buy American Type Faces range themselves with the successful printers, who have realized success by satisfying the successful advertisers and the successful users of printed salesmanship everywhere.

Cheltenham, Bodoni, Clearface, Century, Litho, Bookman, Della Robbia and other American Type Faces have made printed salesmanship profitable and popular. These names are as household words to all who have successfully used printing to sell merchandise.

The type faces which have created the greatest profit for the printers' customers are the type faces which will create the most profit for the printer. These are the American Type Faces. Buy them and thrive by them.

AMERICAN TYPE FOUNDERS CO.

Originator of Popular Type Families

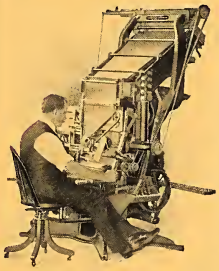
Repeat Orders

FOR

MULTIPLE MAGAZINE LINOTYPES



Quick Change Model 8
Three Magazine Linotype



Quick Change Model 9
Four Magazine Linotype

The table on the following pages furnishes convincing evidence that—except for special classes of work—single magazine Linotypes are rapidly being relegated to an obsolete past and that

The Multiple Linotype Way

Is the Modern Way

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO: 1100 S. Wabash Ave.
SAN FRANCISCO: 638-646 Sacramento St.
NEW ORLEANS: 549 Baronne St.

TORONTO: Canadian Linotype Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis
RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany
BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
MELBOURNE, SYDNEY, WELLINGTON, MEXICO CITY: } Parsons Trading Co.

SOUTHERN EUROPE, AFRICA, and the FAR EAST: Linotype and Machinery Limited, London, England

Write to Nearest Agency for Illustrated Catalogue, Prices, and Terms

Repeat Orders For
Multiple Magazine Linotypes

THE following firms, after purchasing and using three- or four-magazine Linotypes, have indorsed the Multiple Linotype Idea by ordering more of them:

	FIRST ORDER	REPEAT ORDERS
Albany, N. Y., Press	1 Model 9	1 Model 8
Baltimore Record	1 Model 8	1 Model 8
Boston Globe	6 Model 8 2 Model 9	1 Model 8
Brooklyn Eagle	1 Model 9	2 Model 8 1 Model 9
Chicago Press	1 Model 8	1 Model 8
Cincinnati Times-Star	1 Model 9	1 Model 9 1 Model 8
Cleveland, Thomas Brothers	1 Model 8	1 Model 8
Dallas, Texas, Louis F. Shanks	1 Model 8	1 Model 8
Dayton, Ohio, National Cash Register Co.	1 Model 9	1 Model 8 1 Model 9
Detroit, Conway Brief Co.	2 Model 8	3 Model 8
Fort Wayne, Ind., Journal-Gazette	1 Model 9	1 Model 8
Great Falls, Mont., Tribune	1 Model 8	1 Model 9
Indianapolis News	1 Model 8	1 Model 8
Kansas City, Western Typesetting Co.	1 Model 8	1 Model 8
Louisville, Ky., Post	1 Model 9	1 Model 8
Lowell, Mass., Sun	1 Model 8	1 Model 8
Madison, Wis., Democrat	1 Model 8	1 Model 8
Minneapolis Journal	1 Model 9	1 Model 9 1 Model 8
Minneapolis Tribune	2 Model 9	3 Model 8
Newark, N. J., Evening News	1 Model 9	1 Model 8 1 Model 9 1 Model 8

Repeat Orders—Continued

	FIRST ORDER	REPEAT ORDERS
New York City, Bronx Home News	1 Model 9	1 Model 8
New York American and Journal	2 Model 8	6 Model 8 2 Model 8
New York, De Vinne Press	1 Model 11	1 Model 11
New York Globe	1 Model 9	1 Model 8 2 Model 8
New York Press	1 Model 8 1 Model 9	2 Model 8
New York Sun	5 Model 8	8 Model 8
New York, Technical Press	1 Model 8	1 Model 8
New York Times	2 Model 9	8 Model 8 3 Model 9
Philadelphia Bulletin	1 Model 9	2 Model 8
Port Arthur, Texas, Evening News	1 Model 8	1 Model 8
Poughkeepsie, N. Y., Enterprise	1 Model 8	1 Model 8
Reading, Pa., Eagle	1 Model 8	1 Model 8
Rochester, N. Y., Democrat and Chronicle	1 Model 8	1 Model 8
St. Louis Republic	2 Model 9	2 Model 9
St. Louis, Nixon Jones Printing Co.	1 Model 8	1 Model 8
Syracuse, N. Y. Herald	1 Model 9	1 Model 8 1 Model 8 1 Model 8
Syracuse, N. Y., Journal	1 Model 9	1 Model 8
Utica, N. Y., Press	1 Model 8	1 Model 8
Washington, D. C., John A. Heydler	1 Model 8	1 Model 8
Colima, Mexico, Government Printing Office	1 Model 8	1 Model 8
Manila, P. I., Bureau of Printing	2 Model 8	1 Model 8
Mexico City, Mexico, Muller Brothers	1 Model 9	1 Model 9
Montreal, La Patrie	1 Model 8	1 Model 8
Ottawa, Ottawa Citizen Company Limited	1 Model 8	1 Model 8
Toronto Evening Telegram	2 Model 8	3 Model 8
Toronto, MacLean Publishing Co.	1 Model 8	1 Model 8
Winnipeg, Free Press	1 Model 8	1 Model 8
Winnipeg, Saturday Evening Post	1 Model 8	1 Model 8

Repeat Orders
Are the Final Test of a Machine's Efficiency

¶ During the past twenty months nearly a thousand three- and four-magazine Linotypes were installed.

¶ Fully ten per cent of these were REPEAT ORDERS.

¶ One firm tested the multiple Linotype idea by installing two machines. Later they put in **eleven more.**

¶ One firm started with five. Within ten months they added eight more of the same model.

¶ Forty-five other job and newspaper offices have used multiple magazine Linotypes for a time and expressed appreciation of their advantages by ordering from one to eight more of them.

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

ALL two letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this Company.

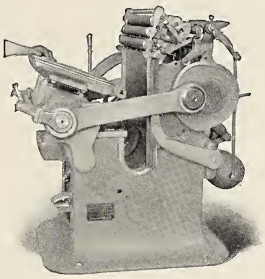
Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY.

JOHN THOMSON PRESS COMPANY, 253 BROADWAY, NEW YORK

WANT TO TRADE?

NEW
MODEL-C
COLT'S ARMORY
PRESS



We Will Submit an Attractive Offer to Replace Your Old and Out-of-Date Presses

Don't make a mistake when you trade your present press in on a new one. First make sure that it is the press you would choose if you were paying cash. Then get the best allowance on your old one that you can. But don't let an apparently big price for your machine blind you as to the real value of the new press.

New Features—Model C

Removable ink fountain blade.
Longer ink fountain.
Easier operated adjuster bar throw-off.
Completely depressable frisket fingers.
Vibrator and distributor stock same length.
Long shell distributor changer.

Every Printer Knows:—

That the greatest profit comes on those jobs which require the greatest skill, care and workmanship.

We Know:—

The MODEL-C will cooperate and positively serve you better than any press on the market.

Send in this coupon, Department P, NOW

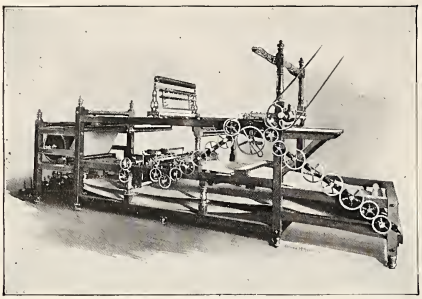
CONCERN_____

MANAGER_____

ADDRESS_____ STATE_____

NUMBERS OF PRESSES NOW IN USE _____

JOHN THOMSON PRESS COMPANY, 253 BROADWAY, NEW YORK



Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

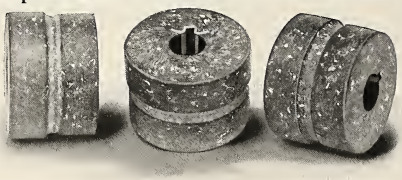
Printers' Inks for Illustrations and Jobwork
Mark "ELECTRIC"

Gold Medal at Brussels, 1910.
FOUNDED 1885.

The handsomest and most technically up-to-date colors of the present.

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

TALBOT'S
Composition Truck Rollers for Gordon Presses



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly, without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*
JOHN W. TALBOT, 401-405 So. Clinton Street, CHICAGO

The Juengst Gatherer-Stitcher-Coverer

The only machine on which the three operations can be done at one and the same time at a rate of 3,000 per hour

Also

Juengst Gatherer-Wireless Binder

on which FLAT OPEN BOOKS can be produced at 2,500 per hour

APPLY TO

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

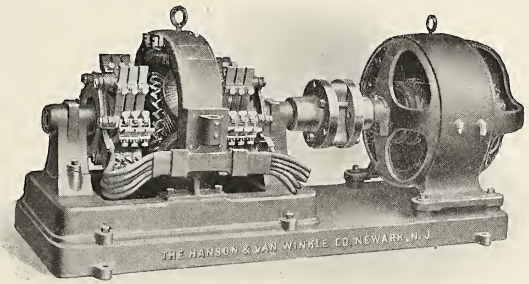
"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
Depositing
Self
Exciting
Or
Separately
Excited



High
Commercial
And
Electrical
Efficiency
Low
Temperature
Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A. BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.

Virginia Ptg. & Mfg. Co., Petersburg, Va.

Guide Ptg. & Pub. Co., Brooklyn, N. Y.

Schwabacher Frey Staty. Co., San Francisco, Cal.

Lutz & Stahl, Keokuk, Iowa.

Chas. S. Beelman, Fremont, Ohio.

T. O'Toole, New York City.

The Tribune Ptg. Co., Charleston-Kanawha, W. Va.

International Cor. Schools, Scranton, Pa.

Latimer Press, New York City.

S. Rosenthal & Co., Cincinnati, Ohio.

Standard Music Roll Co., Orange, N. J.

Hennegan & Co., Cincinnati, Ohio.

Times-Mirror Ptg. & Bdg. House, Los Angeles, Cal.

The State Company, Columbia, S. C.

W. K. Gresh & Sons, Norristown, Pa.

McDowell Ptg. Co., Buffalo, N. Y.

Polygraph Ptg. Co., New York City.

W. F. Vanden Houten Co., New York City.

John A. Phillips, New York City.

C. W. Calkins & Co., Boston, Mass.

The Stewart Ptg. Co., Dunkirk, N. Y.

C. S. Edman, Pittsburgh, Pa.

The Citizen Ptg. Co., So. Omaha, Neb.

Germania Fire Ins. Co., New York City.

Adams & Grace, New York City.

The Brooklyn Daily Eagle, Brooklyn, N. Y.

The Gareau-Sauriol Co., Montreal, Can.

Innes & Sons, Philadelphia, Pa.

Alexander Dulfer, San Francisco, Cal.

The Bell Ptg. Co., Birmingham, Ala.

Ramires-Jones Ptg. Co., Baton Rouge, La.

Improved Salesbook Co., Los Angeles, Cal.

Chicago Ptg. House, Chicago, Ill.

Eureka Ptg. House, Philadelphia, Pa.

Weldon, Williams & Lick, Fort Smith, Ark.

Francis & Loutrel, New York City.

The H. G. Pugh Co., Little Rock, Ark.

D. E. Moon Ptg. & Eng. Co., Des Moines, Iowa.

The Hugh Stephens Ptg. Co., Jefferson City, Mo.

Standard Statistics Bureau, New York City.

The Butterfield Ptg. Co., Lowell, Mass.

The Commercial Press, New York City.

The Schonbar Ptg. Co., New York City.

McKeown Automatic Printery, Anderson, Ind.

The London Advertiser, London, Canada.

Marshall Oil Co., Marshalltown, Iowa.

C. F. Hatch Co., Lowell, Mass.

Edwin R. Ray, Inc., Tacoma, Wash.

The Ansell Ticket Co., Chicago, Ill.

J. W. Shumate, Lebanon, Ind.

Pantagraph Ptg. & Staty. Co., Bloomington, Ill.

H. M. Ives & Sons, Topeka, Kan.

Hugo Jansen, New York City.

E. D. Hawkins & Son, Brooklyn, N. Y.

The McConnell Ptg. Co., New York City.

John Cassidy Co., New York City.

The Abbott Press, New York City.

Duane Powell, Dowagiac, Mich.

Unity Tract Society, Kansas City, Mo.

Gazette Ptg. Co., Ltd., Montreal, Can.

Chapman Ptg. Co., St. Joseph, Mo.

H. K. Mulford Co., Philadelphia, Pa.

Appeal Pub. Co., Atlanta, Ga.

American Advertising Co., Newark, N. J.

Gardner Office Supply Co., Springfield, Mo.

The Miller Press, New York City.

Mergenthaler Linotype Co., Brooklyn, N. Y.

Hamburg-American Line, New York City.

Oberly & Newell, New York City.

Chas. E. Fitchett, New York City.

Ocean Accident & Guarantee Corp., New York City.

The Mirror Ptg. Co., Albion, Mich.

W. M. Linn & Sons Co., Columbus, Ohio.

John B. Judson, Gloversville, N. Y.

Plaxco Printery, Jacksonville, Fla.

Searcy & Pfaff, Ltd., New Orleans, La.

Allen Ptg. Co., Lansing, Mich.

Kalamazoo Loose-Leaf Binder Co., Kalamazoo, Mich.

S. B. Newman & Co., Knoxville, Tenn.

Peck Press, New York City.

William Haedrich & Sons, Brooklyn, N. Y.

The Modern Press, New York City.

Graham-Chisholm Co., New York City.

Utility Ptg. & Pub. Co., New York City.

Schutte-Smith Co., New York City.

The Franklin Press, New York City.

Wynne-Ashley Ptg. Co., Atlanta, Ga.

The Blosser Co. Press, Atlanta, Ga.

Troy Times Art, Troy, N. Y.

Comfort Ptg. & Staty. Co., St. Louis, Mo.

Merchants Pub. Co., Kalamazoo, Mich.

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

The McConnell Printing Company
230-242 William Street
New York

TELEPHONES
2900-2901-2902
BEEKMAN

M. D. Kopple, President,
The Autopress Company,
299 Broadway,
New York City.

Dear Sir:-

Replying to your recent communication, we are pleased to write that your company left nothing undone in installing an Autopress in our plant. The press turns out work superior to any platen press and at a speed of more than four times as great. We have had absolutely no trouble in operating the press from the day it was installed three months ago.

If all printers realized what can be accomplished with an Autopress, it would be difficult to supply the demand

Very truly yours,

THE McCONNELL PRINTING COMPANY

November 26, 1912.

Geo. E. McConnell



A Sledge Hammer Fact

Of the 758 AUTOPRESSES in operation all over the world, how many dissatisfied users will you find?

THIS IS SOMETHING TO THINK ABOUT

The Autopress Company
299 BROADWAY

BRANCHES: Chicago, Atlanta, Boston, Pittsburgh, Philadelphia, Rochester, San Francisco, Portland

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

Stettiner Bros., New York City.

Hance Bros. & White, Philadelphia, Pa.

J. W. Ferguson & Sons, Richmond, Va.

The Essex Press, Newark, N. J.

Hankins & Hankins, Richmond, Va.

Allison Coupon Co., Indianapolis, Ind.

Geo. D. Bone & Son, New Haven, Conn.

Rosenthal Bros., Chicago, Ill.

The Record Co., St. Augustine, Fla.

Wm. Mitchel Ptg. Co., Greenfield, Ind.

Fairmont Ptg. & Litho. Co., Fairmont, W. Va.

J. T. Baker Chemical Co., Phillipsburg, N. J.

Bayard Oldknow & Co., Philadelphia, Pa.

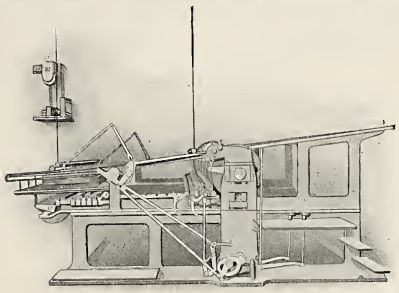
H. M. Van Hoesen Co., Chicago, Ill.

Chas. M. Richardson, Indianapolis, Ind.

Guessaz & Ferlet Co., San Antonio, Tex.

The Bankers Pub. Co., Toledo, Ohio.

"U. P. M." THE TRADE-MARK OF QUALITY



Our Own Confidence

In the Superior Effectiveness of the

CHAPMAN ELECTRIC NEUTRALIZER

Over any other method or device for eliminating static electricity from paper stock has never been misplaced.

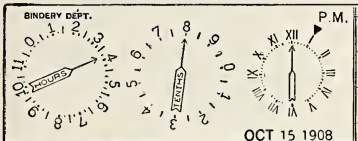
The daily output of a press equipped with this neutralizer, as against a press of the same size and style not so equipped, is usually remarkable enough to make any further arguments superfluous.

WE ALSO OFFER THE
U. P. M. VACUUM BRONZER
Makes Bronzing Pleasing, Healthful and More Profitable.

WE ALSO OFFER THE
U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER
Sales Always Ahead of the Factory.

SOLE SELLING AGENTS
UNITED PRINTING MACHINERY CO. Jamaica Plain, Boston, Mass.
116 East 13th Street, New York
Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

BINDERY DEPT. P.M.



JOB NO 912
WORKMAN'S NO
MACHINE NO. 18
AMOUNT—TIME
AMOUNT $

TIME EMPLOYED	COMMENCED		
CHARGEABLE		EXPENSE	
Cutting Stock for Press		General Work	
Cutting Printed Sheets		Errands	
Padding		Waiting	X
Punching		Idle	
Wrapping			
Packing			

Record shows that Machine No. 18 in the Bindery Department was standing idle on Oct. 15, 1908, on account of Job No. 912 for three hours and eight-tenths (3.8).

Calculagraph Records

of *Elapsed Time*—the actual working time—make the only reliable foundation upon which to build up a Cost System.

Without accuracy in your time records the results obtained will not be the true cost of products.

These Calculagraph records are also best for making up pay-rolls.

The Calculagraph makes *no clerical errors.*

Ask for our booklet, "Accurate Cost Records in Print Shops." *It's free.*

CALCULAGRAPH COMPANY
1460 Jewelers Building, New York City

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ Comparison is the best test. This is why 75% of the trade are using D. H. R. Stamping Inks and Varnish. Short wipe, full gloss, no offset and less wear on dies.

Denny, Hilborn & Rosenbach
PHILADELPHIA

Geo. Russell Reed & Co., San Francisco, Cal., Agents for the Pacific Coast.

New Catalogue No. 10

Monograms
Crests
Coat of Arms

Latest Correspondence Papers

If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806

WM. FREUND & SONS

EST. 1865 INC. 1893

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE
ENGRAVERS AND PRINTERS
STEEL DIE EMBOSSERS
16 TO 20 E. RANDOLPH ST., CHICAGO

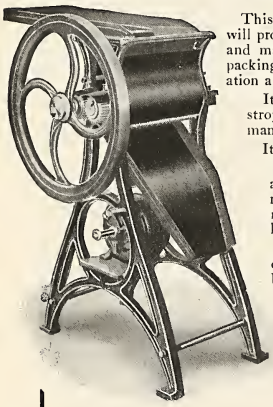
New Catalogue No. 11

Wedding Invitations

Announcement Cards

Visiting Cards and other social forms

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.

Card-Cutting Machines, both hand-fed and automatic.

Ticket-Counting Machines and Ticket-Tying Machines.

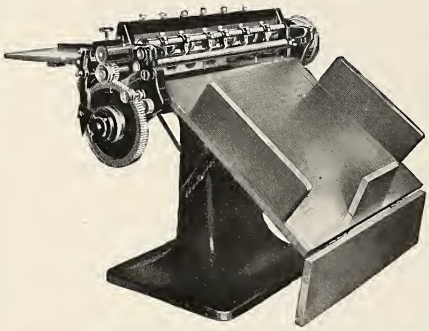
WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

Universal-Peerless Rotary Perforator



Hyphen-cut Perforation, Knife-cut Perforation, Slitting Heads, Loose-leaf Creasing Heads. Gang Scoring Heads for Booklet Covers. Straight Line of Perforation Guaranteed. Perfect Register. Three Sizes, 30 in., 36 in. and 42 in. wide.

Catalogues on Application. Sold by all Dealers.

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

GOLD INK

NO DUSTING NO SIZING
ONE IMPRESSION

A PERFECT WORKING INK. CAN BE RELIED UPON TO DO THE WORK REQUIRED OF IT.

Rich Gold—Pale Gold—Aluminum and Copper Inks

We guarantee these inks to do better work than any other bronze ink on the market.
They will work free and never pile upon the plate.
This is the best grade of Gold and Aluminum Printing Ink that has ever been offered, and at a lower price.

WE EARNESTLY SOLICIT A TRIAL ORDER

$2.00 Per Pound—Reducer With Each Pound *Shipments Promptly Made*

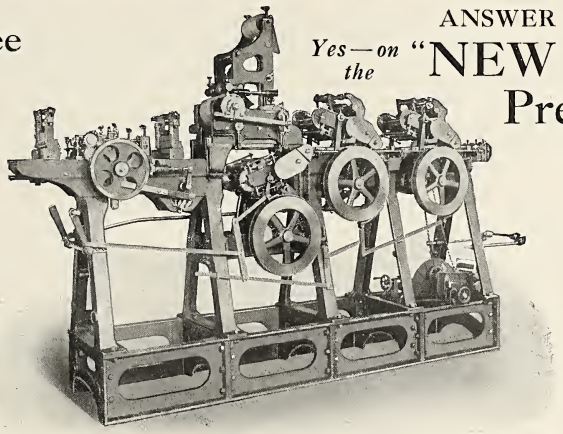
Lustre Gold Ink & Bronze Manufacturing Company New Rochelle, N. Y.

A Printer's Problem

No. Three

300,000
four-color
labels
size 3x4
for $70.

CAN
THIS
BE
DONE?



ANSWER
Yes—on the "NEW ERA" Press

which would finish these in one day, printed and cut at one operation.

Let us send you samples.

Ask for Catalog "A."

Manufactured by The Regina Co., Henry Drouet, *Sales Agent*
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

BUCKLED, CRINKLED AND OTHER DEFORMED STITCHES ARE NOT BORN OF

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain

CHARLES BECK COMPANY
609 CHESTNUT STREET, PHILADELPHIA

Art-Craft Series

14 Point $3.00 — 14 A $1.40 — 29 a $1.60

FROM THE BEGINNING OF
Typemaking printing has aroused sentiments approaching the Sacred. There is something about printing that is akin fascination for all who

12 Point $2.75 — 16 A $1.30 — 32 a $1.45

ALMOST EVERYBODY THAT IS
Interested in the printing industry appreciates the part he has to do with it, and those who would stop to think of the greatness of this beautiful art, will be impressed with the fact that it is un-

48 Point $7.60 — 3 A $3.90 — 6 a $3.70

HONEST Performer

42 Point $6.25 — 4 A $3.25 — 7 a $3.00

Microscopic SCIENCES

36 Point $5.10 — 4 A $2.50 — 8 a $2.60

BUILDINGS Reconstructed

30 Point $4.25 — 5 A $2.05 — 10 a $2.20

Failure of Banks CAUSES GRIEF

24 Point $3.50 — 6 A $1.80 — 11 a $1.70

NINE LIMITED TRAINS TO FLORIDA
Beautiful Scenery along the High Mountains

18 Point $3.25 — 10 A $1.60 — 20 a $1.65

MANY MAGNIFICENT GARDENS DESTROYED
Ruinous Storms Sweep the Beautiful Prairie of the South

8 Point $2.25 — 22 A $1.05 — 42 a $1.20

MINIMUM COST IS ONE OF THE SECRETS OF Success in a productive business. It does not mean low wages and long hours. Modern machinery, well satisfied labor, well arranged and cheerful workrooms and a good businesslike administration, will prove quite as effective profit producer as higher prices or more sales. They have often changed a losing venture to a successful one, and very frequently are considered the only way out. Some years ago the manager of a printing plant was

10 Point $2.50 — 20 A $1.20 — 40 a $1.30

TO THE ORDINARY MIND THERE WAS
Always something attached to this writing on stone something beyond the understanding of most human beings, an almost supernatural attribute. To think that, in the place of destruction of all things temporal and the effacing from the memory of man various happenings

Advance AF Foundry

Wiebking, Hardinge & Co., Props.

1131-1133 Newport Avenue — Chicago, Illinois

Why Continue to Lose Money?

WHY NOT INSTALL KEYSTONE STEEL EQUIPMENT and secure efficiency? If the owners of printing establishments throughout the country were to figure up the money they are losing each year on account of improperly selected, poor and inadequate equipment the total of their losses would stagger them. An efficient equipment is one that produces maximum results with minimum labor and expense, and, as no two printing plants are identical in their requirements, to obtain such efficiency, each plant must contain the exact equipment in size, design and arrangement needed to handle the work in that particular plant to the best advantage.

When we originated Keystone Steel Equipment and introduced it to the printing craft we at once recognized the demand for an absolutely new service for printers and publishers; a service that would establish a new record in efficiency methods and that would bring printing plants up to their maximum productive capacity.

We found that a most important factor in making such service successful was the scientific study of the printing requirements in each individual plant by specialists, who, through their intimate knowledge of such requirements, gained through daily contact with printers and printing conditions all over the country, were qualified to be termed real efficiency experts in printing plant economy and production.

We employ a corps of such experts—men who can go into a printing plant of any size or character and select, design and install, scientifically and economically, the exact equipment required to facilitate the most economical handling of the work and obtain the full working value of the plant.

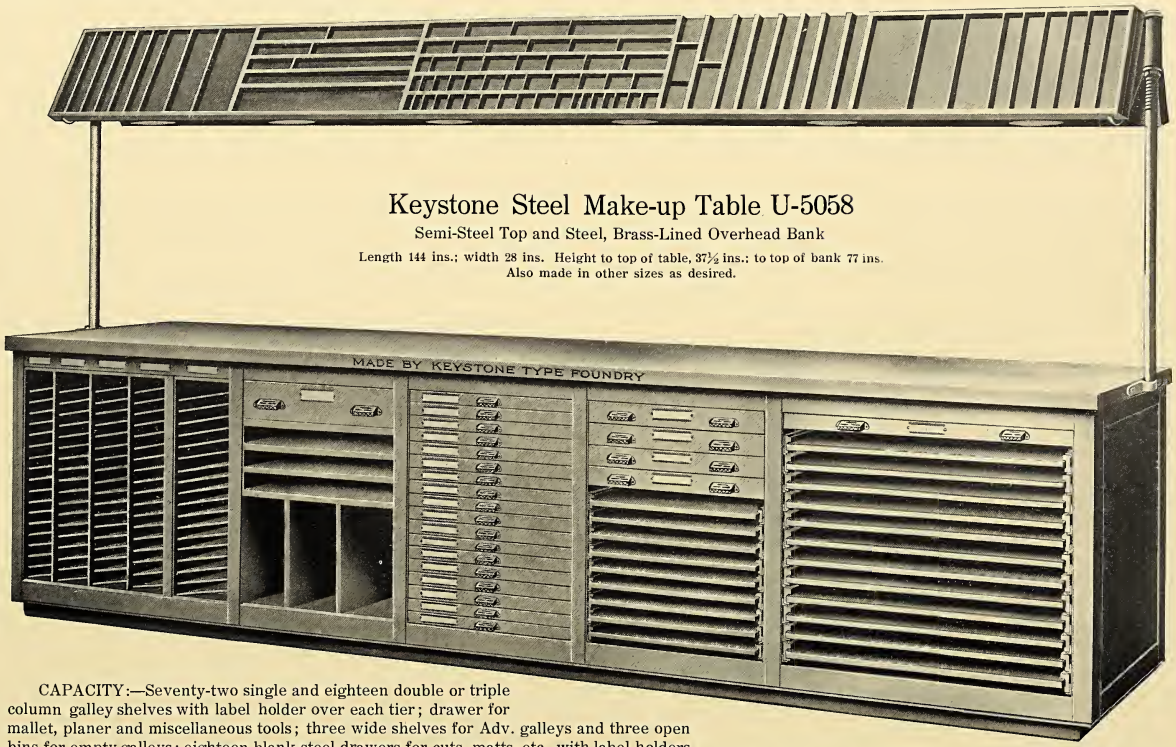
We should like to make you better acquainted with Keystone Steel Equipment and with the possibilities of Keystone Efficiency Service. Let us submit you proof of what this service has done for others. We believe you are progressive, so write us today—now. Address your letters to our nearest house for a prompt reply.

Keystone Type Foundry

Printing Plant Efficiency Experts

Philadelphia New York Chicago Detroit Atlanta San Francisco

This insert set in Keystone's Harris Roman Series



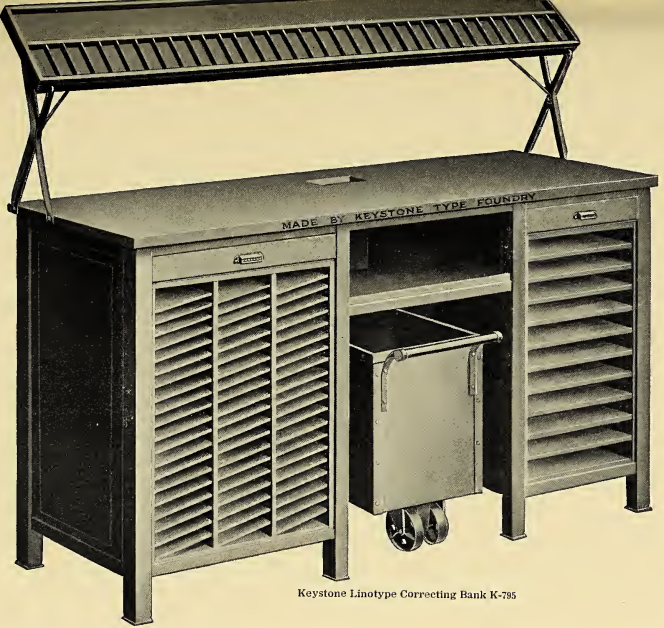
Keystone Steel Make-up Table U-5058

Semi-Steel Top and Steel, Brass-Lined Overhead Bank

Length 144 ins.; width 28 ins. Height to top of table, 37½ ins.; to top of bank 77 ins.
Also made in other sizes as desired.

CAPACITY:—Seventy-two single and eighteen double or triple column galley shelves with label holder over each tier; drawer for mallet, planer and miscellaneous tools; three wide shelves for Adv. galleys and three open bins for empty galleys; eighteen blank steel drawers for cuts, matts, etc., with label holders and pulls; four drawers for stereotype bases with adjustable division strips to accommodate labor-saving or column sizes, and of sufficient depth for two layers; nineteen all-steel letter boards 21 x 24 inches with rabbet front and closed back for standing ads; one government rule case for reserve supply of labor-saving column rules 1 to 50 ems; twelve all-steel letter-boards 32 x 24 inches, rabbet front and flush back with extension to accommodate full newspaper forms with chase. Overhead Banks are of steel, full brass-lined, wired for six lights, and adjustable in height; compartments for accommodating the necessary supply of single, double and triple column standing matter, leads or slugs, advertising rules, full-page column rules with shank, and all of the miscellaneous convenient and necessary sizes needed in the up-to-date newspaper office. The center is spaced for labor-saving column rules 1 to 36 ems and 1½ to 9½ ems; also spaces for fat heads and standing matter.

RIGID CONSTRUCTION—The kind that **stands the wear**—cold rolled patent leveled steel, reinforced frame, with strong substantial posts, paneled ends and back, finished in dark olive green baked enamel.



Keystone Linotype Correcting Bank K-795

Keystone Linotype Correcting Bank K-795

MADE OF STEEL WITH BRASS TOP

Made with flat top which has our recommendation, although a bank with sliding top can be supplied on special request. It has been fully demonstrated that in making corrections much better results are secured from a flat surface. Illustration shows correcting bank with top about 79 inches long. It is also made in 8, 10 and 12 feet lengths. With increased lengths additional galley storage capacity is provided. With this arrangement we are submitting our most popular design which has proven very satisfactory and contains all the equipment usually necessary in a correcting bank.

SPECIFICATIONS

Entire frame made of cold rolled patent leveled steel. Top brass lined, about 28 x 78 inches, with metal chute in center 4 x 6 inches. Height to top of bank about 42 inches. Fat matter bank over top is about 12 inches wide, 82 inches long and is divided in half the long way with thirty-four spaces 2¼ inches wide for 13 em measure at the bottom and the top half blank. Frame contains two blank drawers; three tiers steel double galley shelves about 7½ inches wide, 25 inches long; space for metal truck 25 inches wide, 30 inches high; eleven flat galley shelves about 17½ inches wide, 25 inches long with 2 inches space between shelves. Made with paneled ends, open front and back; sanitary construction with sliding shoes. Finished in dark olive green baked enamel.



Keystone Steel Metal Truck K-175

Keystone Steel Metal Truck K-175

This particular design is the most desirable and convenient truck for either linotype or other metals. Every part is made of steel and iron, indestructible throughout. The weight is carried on two large 12-inch wheels, making rolling very easy either empty or loaded to its capacity. Truck can be turned around within its own space, and is self-dumping. Height 25½ inches; width 18 inches; length 24 inches at top. Finished in dark olive green baked enamel.

Keystone Steel Saw Trimmer Truck K-295

This truck is designed especially for use in connection with saw trimmers. Body of truck at top measures about 18 x 19½ inches; height over all 14 inches; has 5½-inch nose for receiving saw trimmings. Truck is made proper height to place under the outlet in frame of trimmer; has four extra heavy double wheel swivel casters.

Keystone Steel Equipment

For the Composing Room and Pressroom

Keystone Steel Registering Table K-791



Has plate glass top 48 x 60 inches with 2-inch steel straight-edge at sides and ends. Height 32 inches. Wired complete for electricity with eight sets of fixtures and shades; all wiring and fixtures placed in conduit; two steel drop doors on each side with brass ventilating screens and six all-steel blank drawers. One of our most attractive and useful pieces for either the pressroom or composing room. The modern method of securing accurate register: sheet lays on top of glass; light shows through from below and enables one to instantly detect the slightest inaccuracy in register. Ample storage capacity provided in drawers.

You should Write to-day for full particulars about our STEEL EQUIPMENT *for the Pressroom. It has saved money for other printers. Why not for you?*



Keystone Steel Make-ready Table K-598

Made of standard steel pipe with malleable ball fittings mounted on four brass casters; tilting table full zinc lined about 38x54 inches. Height 40½ inches. Cabinet on side with three blank drawers. Finished in dark olive green baked enamel.

ALSO KEYSTONE STEEL MAKE-READY TABLE K-177, without cabinet on side. Has full zinc lined and tilting top about 28x42 inches. Height 40½ inches. Frame made of standard steel pipe with malleable iron ball fittings; mounted on four brass casters. Finished in dark olive green baked enamel.

Philadelphia
New York
Chicago

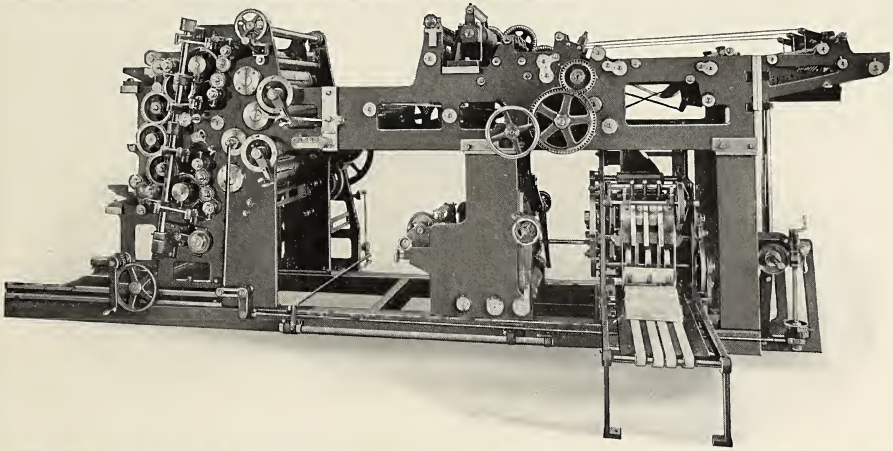
Keystone Type Foundry

Detroit
Atlanta
San Francisco

THIS IS WHAT HAPPENED!

SCENE — INSPECTING THIS RECENTLY FINISHED SPECIAL ROTARY AT THE KIDDER FACTORY

PLEASED CUSTOMER—"I'll pay you cash for this press at once." WORKS MANAGER, somewhat in surprise—"And why?" CUSTOMER, confidently—"Because it needs no further trial; it is a perfect machine."



Main Office & Works
Dover, N. H.

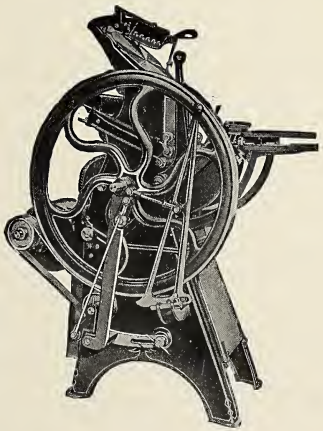
KIDDER PRESS CO.

GIBBS-BROWER CO., Agents

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261 Broadway

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REPRESENTED IN ALL THE PRINCIPAL COUNTRIES OF THE WORLD.

The IMPROVED PEARL PRESS



SAVES

Labor, power, type, floor space in every operation

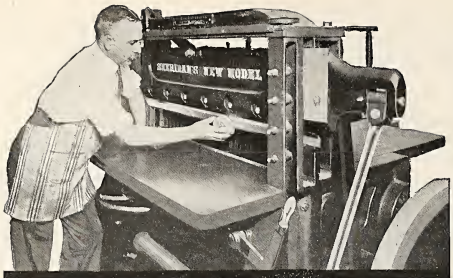
The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

Plant efficiency — a basis for reasonable cost — a real salary and an honest profit is interestingly treated from a practical standpoint in our booklet, "*Speed, Capacity and Quality.*"

Golding Manufacturing Company
Franklin, Mass.



In the Big Plants or Little Shops—It's the Same Cry—"Keep the Paper Cutter Knife Sharp"

There's a quick, efficient, easy way to do it—get a

Carborundum Machine Knife Stone—

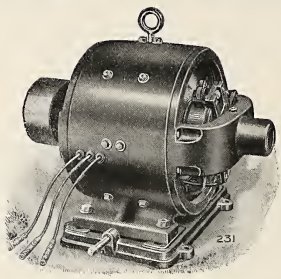
Two or three strokes of the stone and the knife will have a keen, smooth cutting edge—an edge that will not feather the stock.

The Carborundum Stone lessens the need of grinding—just fits the hand—the groove protects the fingers—

At your hardware dealer or direct **$1.50**

THE CARBORUNDUM COMPANY
NIAGARA FALLS, NEW YORK

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Quick Starting and Stopping

and fine regulation of speed. These are the source of economy to be sought in electric drive. We have been making motors and equipping printing machinery for fifteen years. Our motors are driving some of the largest and most important print-shops in America, and we know how.

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Lithographers & Printers

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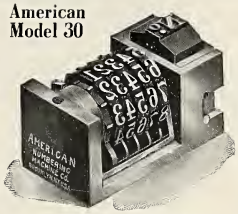
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6 Wheels $6.00
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American Model 30



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***The* CLEVELAND FOLDER**

DOES THE WORK OF THREE MACHINES AT THE COST OF ONE

And is the *one* machine that

ELIMINATES TAPE, KNIFE, CAM and CHANGEABLE GEAR TROUBLES.

A COMBINED PARALLEL, OBLONG and RIGHT-ANGLE FOLDER, especially adapted for fine, close register, CATALOGUE, PAMPHLET, CIRCULAR and BOOK WORK.

NO OTHER FOLDER CAN FOLD AS SMALL A SHEET—3 inches by 4 inches.

NONE AS GREAT A RANGE OF SIZES—to 19 inches by 36 inches.

FOLDS SINGLE OR IN GANGS, AND AT A HIGHER RATE OF SPEED THAN ANY OTHER MACHINE.

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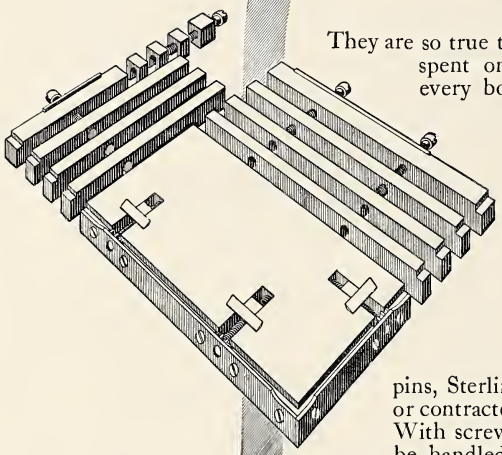


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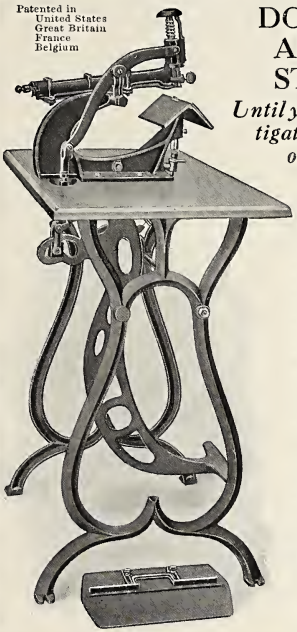
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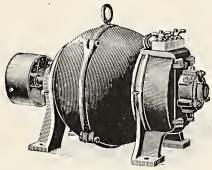
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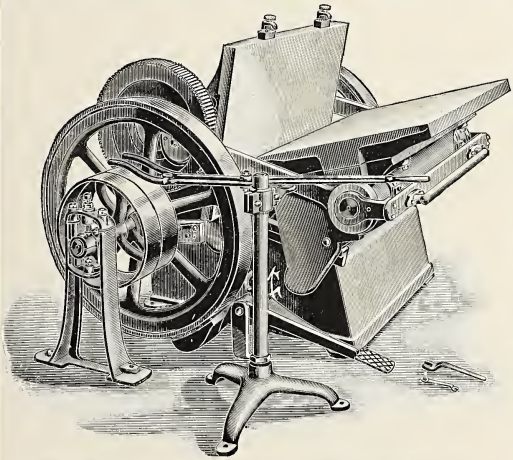
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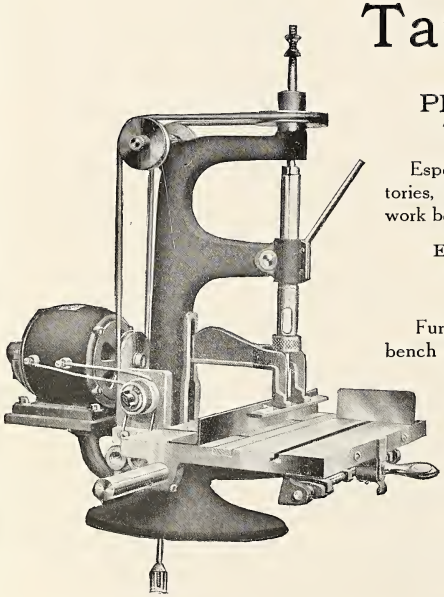
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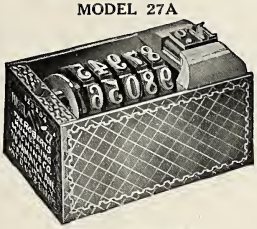
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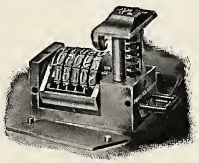
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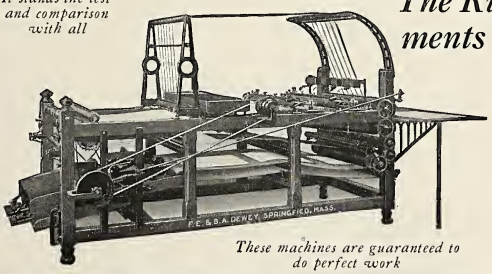
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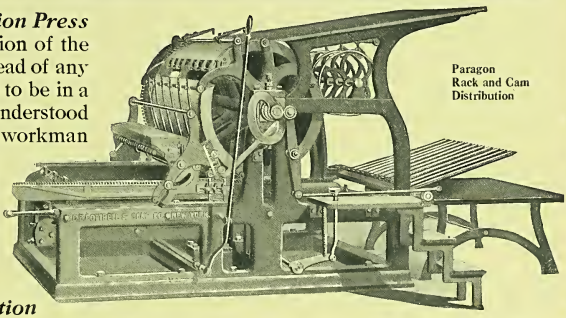
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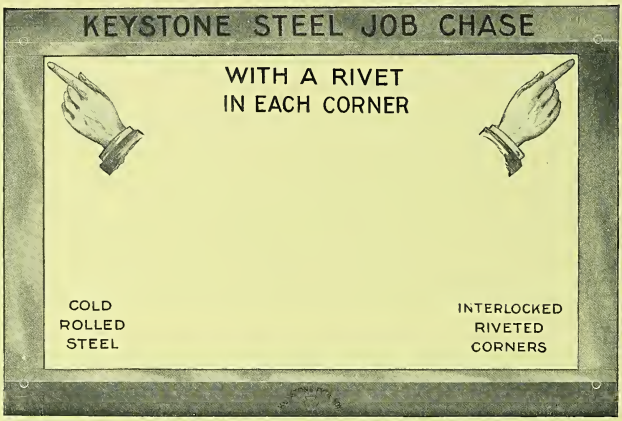
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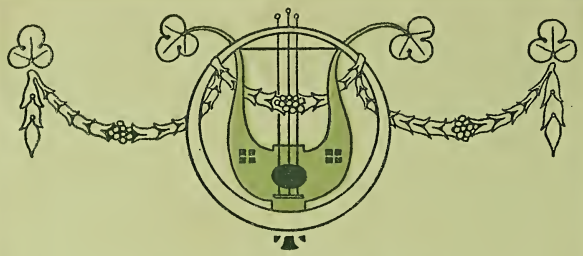
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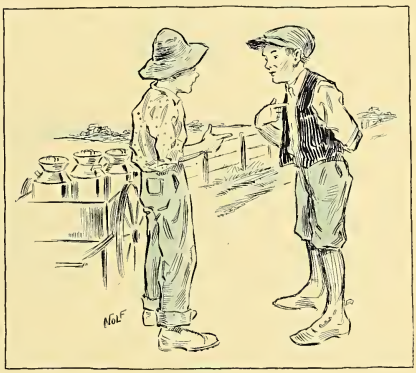
Vol. 50 MARCH, 1913 No. 6

The Raw Material

By A. H. M.

THIS morning I walked along a country road. On either side fields of corn, oats and grass stretched their uneven lengths, steaming in the heat of the risen sun, stewing through the vapors of the rain of the night before. A cooling breeze blew fitfully over the prairie, imparting the imaginative sensation of a cover being taken off and put on again, whiffed with the fragrance of sweet clover, lush by the roadside.

Two country lads conferred by the side of a cart full of empty milk cans. A country woman, with arms like a wrestler, passed me, cool and comfortable in a hooded buggy. Then a rattle of wheels warned me, and as I turned a painter's wagon drew up, and a little lad with a peaked cap and a keen-looking, freckled face invited me up on the seat beside him. The formal invitation was lacking. He just said: "Wantaride?"

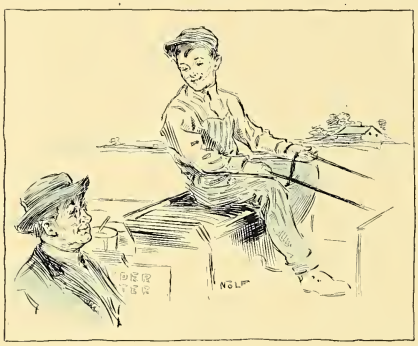


Country lads conferred by the side of a cart of milk cans.

Adjusting myself on the high seat by my host, we commented on the weather, leading up to more intimate matters, when I asked him if he worked for the painter. He said he did. Was he going to learn to be a painter? No — not for

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

him. He was going to be a ball-player. Why a ball-player? Because he was a pretty good ball-player now, and ball-players got big money and did not have to work hard, and if you saved your money when you were gettin' it, instead of blowin' it in, you could have quite a bunch of good stuff put away in a few years. Gitap, Bill.



"Wantaride?"

Bill gotap vigorously, and I held on by both hands to the seat. Then I agreed that a ball-player's life must be a very happy one. You bet. But it would be some time before he would be big enough for that desirable station in life, I suggested. What would he do in the meantime? Learn a trade. What trade? Photoengravin'. I had a good hold on the seat, fortunately, and so kept from falling off.

Why photoengraving? I urged, after a necessary time to recover my mental balance. Photoengraving as an introductory to ball-playing was in all courtesy admitted by me to be the most desirable avenue to reach that ultimate ambition of my young friend, since he in his wisdom had selected it, but his reasons for this selection interested me strangely, for, in short, I did not quite get him. I looked straight ahead in expressing my interest.



"I ain't goin' to be no dub."

Spitting through his teeth in a cultivated way that indicated a sedulous study of some admired adult model, my host proceeded to enlighten me on the processes of reasoning by which he had arrived at the determination that photoengraving was for him a stepping-stone to the glories of the diamond and the pink supplement.

Photoengravers get big wages, because he had a cousin who was a photoengraver, and he had easy hours and got twenty-five dollars a week, and a feller could get along fine on twenty-five dollars a week and a steady job all the time, and no off days except holidays and the days you took. I submitted that painting was a good trade, too, and that the wages were not small. Not when you're workin', he said. But there were too many days off, and that killed the good money you got when you were workin', besides it was a mussy kind of a trade, anyway, and photoengraving was a steady indoor job. But ball-playing, I ventured to hint, was not an indoor job. He admitted that, but it was a fair-weather job and not a hard one at that, and look at the money fellers got! Girding myself for another objection, I offered the argument that only a very few ball-players received the rewards that heated his imagination. No, he admitted, it was true that the dubs didn't get as much; but then, he said, with an air of deep conviction, "I ain't goin' to be no dub."



And the Raw Material went on its confident way.

Why not stick to the photoengraving, if you like it and think it is bound to pay so well? was my next offering. There are dubs, as you call them, in photoengraving, as well as in ball-playing, and if you have made up your mind to be an A-1 ball-player, why not make up your mind to be an A-1 photoengraver, and get big money at that trade, instead of trying to get big money by learning two trades, as it were?

"Aw," with a long-drawn expiration of dissent, following with an excited explanation that his cousin said the foreman at the shop where he worked had just got canned — and he was a dandy photoengraver, too — just because the bosses got things balled up, and he had never saved no money, because a feller sort of needed things after he got out of a shop where he was shut up all day, and the things you thought you needed cost a lot of money that way, and you couldn't save nothin'. A

ball-player he had a good time right along and didn't need them things that a feller shut up in a shop did, and when he got big money he could soak a lot of it away —

"Thank you very much," I said. "This is my corner. Good-bye!"

"Good-bye, sir. Gitap, Bill!"

And the Raw Material went on its confident way.

The Literature of Typography

II.—Bibliographies of Printing

By Henry Lewis Bullen

A BIBLIOGRAPHY is literally a writing about books. The bibliographies to be discussed here are catalogues of books relating to printing. As few of us read more than our own language, this review will be limited to books in English. The literature of typography in the French, German, Dutch and Italian languages is more extensive than in English, and of the first importance, but authors using the English language have utilized the foreign literature for our benefit.

The first step in the study of any branch of literature should be to learn of what it consists, and to meet this requirement biblographies of books on every conceivable subject have been prepared, containing descriptive lists of books pertaining to the subject. Some of these aim to be comprehensive of the whole literature of a subject, and others are limited to the contents of one or more libraries. Bibliographies are the tools-in-trade of librarians and dealers in rare books, and the better libraries are well provided with them in their reference divisions. Unless undertaken by some endowed library, the compilation of these indispensable bibliographies is usually a work of devotion, for the sale is limited and the profits (if any) meager. As the editions are limited, bibliographies soon rise into the rare-book classification, whereupon they begin to increase in cost, to the advantage of book collectors and dealers, but not of the compilers. This is also true of nearly all books on printing; the greater mass is "out of print," only to be had from dealers in "rare books," and necessarily secondhand. The most important branch of the bookselling business is that of handling secondhand books, and it is thoroughly organized.

The principal dealers in secondhand books issue periodical catalogues, and have a quick method of finding books inquired for. They have the

catalogues of other booksellers, and they subscribe to the organ of the trade, *The Publishers' Weekly,* in every issue of which there are several pages of "Books Wanted." If a bookseller is asked for and does not have "Harpel's Typograph," for instance, in a few days, at a cost of 10 cents, every bookseller in America and many in Europe could know of his want, and he would probably have a choice of several offers, at various prices. It is through these catalogues and these advertisements that typographic and other libraries are collected. Secondhand booksellers require expert knowledge, and many have a world-wide trade by means of catalogues. The great library of Robert Hoe, the pressbuilder, has just been disposed of at auction, realizing $1,932,056.60, which mainly represents a large investment by the dealers in rare books. The rarity of a book enhances its value if it is a book attracting purchasers, and connoisseurs of books have the satisfaction of knowing that their acquisitions are steadily increasing in value. It is reported that the prices realized for Robert Hoe's books averaged seventy-five per cent more than the prices he paid; and this increase in value has been general in all instances where collectors have specialized on some one subject or special class of books. The pleasures of collecting are thus enhanced by the prospect of profit.

The progressive public libraries welcome suggestions from readers relating to the purchase of books desirable to acquire. Most of the public libraries are deficient in books on printing, because there has been little local demand. If your public library is poorly provided with books on printing, see the head librarian about it, and you will in most instances find your interest in the subject encouraged and your suggestions complied with or bettered. With few exceptions, librarians are public-spirited, glad to be consulted, eager to advise, and ready to learn. Living among the sweet and wise influences of good books, they constitute a great educative influence, both in mind and manners. You will gain much by getting acquainted with the head librarian and with his assistants. It is perhaps easier for an intelligent printer to get on good terms with a librarian, because nearly all librarians are interested in printing. In their estimation, printing is one of the greater arts, and librarians are quite right in this belief, and apt to be particularly good judges and advisers in all matters requiring intellectual perception.

The foundation of the knowledge of the literature of printing is a work that should be in every good library — "A Bibliography of Printing, with Notes and Illustrations," compiled by E. C. Bigmore and C. W. H. Wyman, 3 vols., 8vo, 1000 pages in all, London, 1880-1886. A fair price for the set is $35; it has been sold for more at auction. In the

nature of things this work (like all catalogues based on the contents of the libraries of the world) is incomplete, but a careful examination of its contents will give a world's-eye view of its great subject. It is estimated that it accurately lists more than nine thousand titles. It is not a mere catalogue; the notes and illustrations cover the whole range of the history and practice of printing, and are very interesting and authoritative. Hasten by all means to get acquainted with this bibliography, and if thereupon you do not become a prouder and a better printer, then be sure that you are not fully worthy of being a printer.

Bigmore and Wyman's "Bibliography of Printing" was the first work of the kind published in England. The late John F. Marthens, printer, whose memory is sweet among the printers of Pittsburgh, published a "Typographical Bibliography" in that city in 1875, reprinted from *The Quadrat*. It is a volume of forty-three pages, dedicated to Theodore L. De Vinne, and has the distinction of being the first bibliography of printing issued in the English language. Only 250 were issued. It is now quite rare, but its contents are in Bigmore and Wyman's work, which was commenced in 1876, and appeared first in instalments in *The Printing Times and Lithographer*, of London. E. C. Bigmore was chief editor of this bibliography, but the means were provided, and much of the work done by the joint editor, Charles W. H. Wyman, editor and proprietor of *The Printing Times* and partner in the historic printing-house of Wyman & Sons, one of the most extensive in London. He was a duly apprenticed printer and became an authority on the whole literature of printing. Simultaneously with Bigmore and Wyman, another printer, William Blades, began to compile a bibliography of printing, and later gave his work to make theirs more complete. William Blades was a duly entered apprentice in his father's printing plant, and thoroughly practical. He made the business one of the largest and best in London, now known as Blades, East & Blades. Devoting himself to the literature of printing, he became the De Vinne of Great Britain and formed one of the best typographic libraries in Europe, which at his death was purchased by a subscription of many printers, and entrusted to St. Bride Foundation Institute for the benefit of the printers of Great Britain. On the American side, Bigmore and Wyman relied upon Theodore Low De Vinne, who found time to do his work with great thoroughness in the intervals of managing his great printing establishment and writing those indispensable books on the history and practice of printing which will remain a monument to him so long as the art of printing survives. There were other collaborateurs, but these three famous master printers are specially mentioned here in proof that an ardent love of the literature

of printing in no wise prevented them from achieving a quite remarkable degree of financial success, wholly from their printing businesses. No more practical printers ever entered the craft, and they found their libraries eminently practical adjuncts to the machinery of their businesses. Mr. De Vinne's library is a treasury of rare and valuable books; he is a never-ceasing student; but who among all the printers of America needs books less?

For American printers the bibliography next in importance is Charles Evans' "American Bibliography: a Chronological Dictionary of All Books, Pamphlets and Periodical Publications Printed in the United States of America from the Genesis of Printing, in 1639, Down to and Including the Year 1820, with Bibliographical and Biographical Notes," Chicago, 1903-1912, printed by the Blakely Press, and sold by the compiler. This great work is still in progress, and has been brought down to 1789. Only the larger libraries are likely to have it. The author's prefaces virtually form a history of printing in America. Each volume contains at the end a table of printers and publishers, arranged by States and towns, chronologically. This greatest of American bibliographies is especially useful to the advanced student. The information in it is derived from original research and not culled from other works.

Among the good works of the Government at Washington, little heralded in newspapers, are several bibliographies prepared in the Library of Congress. Students of typographical history will be interested in "A Check list of American Newspapers in the Library of Congress" (1901), and "Preliminary Check List of American Almanacs, 1639-1800" (1907), and "History and Present Condition of the Newspaper and Periodical Press of the United States, 1638-1800" (1881); and in the "Bibliography of American Historical Societies" one is able to find all the papers relating to printers and printing that have been published by these societies since the first of them, the Massachusetts Historical Society, was founded in 1791. These Government publications are free to public libraries, and, while not exhilarating as consecutive reading, a study of them will broaden the student's knowledge of what may be learned by diligent research.

Appreciation of bibliographic work by book students is disclosed in the present value of "An Extended Catalogue of a Few Books and Pamphlets and Scattered Magazines . . Treating on the History and Mystery of Printing," a fifty-seven-page catalogue of the typographic books collected by John Springer, master printer of Iowa City, compiled by him and issued gratuitously in 1878. This is found in the more important libraries, and its rarity is proved by the fact that $15 has recently

been paid for a copy. Joel Munsell, master printer of Albany, New York, a student and writer of typographic history, formed a valuable collection of books on printing, described in "A Catalogue of Books on Printing and the Kindred Arts," Albany, 1868. This collection was purchased by the State of New York for the State Library in Albany, and added to a large collection described in a "Catalogue of the Books on Bibliography, Typography and Engraving in the New York State Library," Albany, 1858, 143 pages. George T. Watkins, a linotype operator on the Boston *Globe*, spent some of his leisure hours in compiling a valuable thirty-one-page "Bibliography of Printing in America," price 50 cents. The first edition was published in Indianapolis, and the second edition in Boston in 1906. It meets a want not otherwise supplied. Its information is later than any other work of its kind, and the student might well make it a nucleus of a collection.

A reference to all the good bibliographic works relating to printing would fill one issue of The Inland Printer. The object here is to show how indispensable they are to the student-printer. When you enter a library, always look up "Bibliography," as well as "Printing" or "Typography."

The literature of printing is being developed splendidly by The Bibliographical Society of London, with a world-wide membership. It issues one or more volumes each year, and its annual "Transactions" contains numerous papers. All this work is based on original research by members distinguished for their ability, and is highly authoritative. As the "Transactions" fill eleven volumes, and the separate works valuable to printers nineteen volumes, space can not be spared to give the titles. Fortunately, libraries in eighteen of the larger American cities are members and own some if not all of these invaluable works. Other libraries might be persuaded to join. The entrance and membership fees are very moderate. There are about eighty members in the United States, and only four are printers. This valuable work is being carried on by people who love printing, although not printers themselves. There are several somewhat similar societies in this country, maintained by lovers of fine books and the art that makes the book, and not two per cent of the membership are printers. Is it any marvel that printers have fallen in the estimation of those who are doing this fine, unselfish work to elevate the printer's art and industry? These book societies, some of which have fine club-rooms and libraries, should be known to all printers. It would be a meritorious ambition on the part of any printer to be worthy to be elected to membership. The Grolier Club, of New York; Club of Odd Volumes, of Boston; Caxton Club, of Chicago; Carteret Club, of Newark; the

De Burians, of Bangor; Acorn Club, of Hartford; Rowfant Club, of Cleveland; Filson Club, of Louisville, and others have issued books of immediate interest to printers in their contents, and many that are distinguished for typographic beauty; but as these are issued in limited editions they are not likely to be found in public libraries, unless the librarian is personally in touch with these societies.

The bibliographies tell us what there is to read. The libraries are opened to provide books to read. The librarians are in the libraries to guide the readers. All these agencies of instruction and the higher entertainment are active; hundreds of thousands are using them every day; and shall the Printer, the manufacturer of all these books, continue to be a stranger in the Temples of Books and of Progress — another case of "Who is worse shod than the shoemaker's wife?"

OTHER BIBLIOGRAPHIES OF PRINTING NOT MENTIONED IN THE TEXT.

St. Bride Foundation Institute. Catalogue of the William Blades Library. London, 1899. 16mo, 186 pages. One of the best typographic libraries, containing many books of great rarity.

St. Bride Foundation Institute. Catalogue of the Passmore Edwards Library. London, 1897. 16mo, 79 pages. Books dealing with technology of typography.

Typothetæ of the City of New York. Catalogue of the Books in the Library of. New York, 1896. Small 8vo, 176 pages. A collection of great value, formed under the direction of Mr. De Vinne.

Hoe, Richard March. A Catalogue of the Library Illustrative of the History and Art of Typography of. London, 1877. 24mo, 149 pages. Three editions of this catalogue were printed, one a sales catalogue printed in New York in 1887.

Public Libraries in Boston. A List of Books on the History and Art of Printing and some related subjects in the Public Library and Libraries of Harvard College and Boston Athenaeum. Boston, published by the Public Library, 1906. 8vo, 38 pages. Issued to commemorate the Two Hundredth Anniversary of the Birth of Benjamin Franklin, Printer.

Newark Free Public Library. Printing and Allied Industries: a List of Books and Periodicals. Newark, 1911. 16mo, 16 pages, 15 cents. A good working list of books that may easily be found, and which should be in all public libraries. The Newark Free Public Library is very hospitable to printers, and contains a number of books on printing.

Printers of Note—William Caxton

By Walter C. Bleloch

IN many respects the authorities differ regarding facts of importance in connection with the life of William Caxton, "the first English printer." Some claim he was born in 1410, others in 1412, while still others claim as late as 1422. It is conceded he was the first to introduce and establish printing in England, and to him is also given credit for a very considerable improvement in the English language.

Born "about" 1410 in the Forest of Kent, William Caxton was given the average education of the day and at an early age was sent to London to become an apprentice to a prominent mercer named Robert

Large (some say Robert Strange) who later became Lord Mayor of London. A "mercer" during that period dealt principally in small wares, cloths, the few laboriously copied books of the day and other foreign and domestic merchandise. In this business Caxton remained for a number of years, first as assistant and later as a partner. Upon the death of Mr. Large (about 1440) Caxton went to Bruges and a few years later entered into business for himself, being at one time the head of the Association of Mercers.



Caxton's imprint.

Being always a student, Caxton naturally was interested in literature, and when, about 1464, he was appointed a special deputy to bring about amicable trade relations between England and Burgundy, he found an opportunity to indule his tastes at the court of Burgundy. At that time a small army of scribes and artists was busily employed in translating and rewriting the few books of the period. An edition of Homer's Iliad had just been translated into French and quite a demand had been made for copies of the book. It is stated that Caxton suggested the demand for that particular book would justify having it printed — the "art preservative" at that time being beyond the dreams of any one not a king — and the edition was printed in either Cologne or Bruges about 1466, Caxton being credited by some with the production of the book and by others with merely the supervision of its production. The "Recueil des Histoires de Troyes" was translated into English in 1471, and printed at Cologne a year or so later. It is generally considered this was the first book printed in the English language, and it is said by most authorities to have been the work of Caxton himself, who had learned the art of printing in order to produce it. His next book, "The Game of the Chesse," was issued about 1473 or, as some say, 1474; a year or two later came his "The Dictes and Sayings of the Philosophers." Both of these were printed in English and each of them considered by different authors as being the first book printed in the English language on English soil, Caxton having returned to England and set up his printing establishment at Westminster about that time.

Most authorities agree that Caxton's printing office was originally located in the Abbey. The Abbot at that time was Thomas Milling, a man of exceptional scholarly attainments, and it is said to have been greatly due to his efforts, influence and advice that Caxton was accorded the liberal reception he received. It is from Caxton's office having been

located in the Abbey that the composing-room of to-day is known as a "chapel." John McCreery, in his poem "The Press," published almost a century ago, devotes a stanza to extolling the virtues of Caxton, and closes —

> Each printer hence, howe'er unblest his walls,
> E'en to this day his house a *chapel* calls.

More than seventy (according to one authority, ninety) works are said to bear the Caxton imprint, including treatises on philosophy, histories and books of prayer, most of them having to be translated into English before printing. His first books show he apparently had but two fonts of type; this number was gradually added to until 1490 when his fifth font appears to have been first used. The heavy black text letter of Caxton, rude at first but always improving, in its modified and modernized form is now shown in the specimen-books of all foundries, and throughout the trade is generally known as "Caxton" — a monument to the man who, born about 1410, learned the art of printing about 1470, and, dying in 1492, left behind him at least seventy books bearing "*Sigillum Caxtonii.*"

It Pays to Advertise

Albert G. Brenton

THE value of self-advertising that comes from initiative evidently is not fully appreciated in country newspaperdom. Many things that newspaper men call "putting on airs" would be the best kind of advertising for their papers.

Of course, the weekly or semiweekly does not have the opportunity as frequently as the daily to reap benefits from special stunts, nevertheless it is worth while to make an impression as often as possible by doing something aside from the routine handling of the local news.

Making special reports of conventions, using photographs of local persons mentioned prominently in the news, handling stories that break at the press hour, getting election returns and other news that requires special efforts, is too often not considered worth the time and expense, especially if much of either is entailed.

When the home paper waits for the exchanges and "cribs" its accounts of meetings, conventions, trials or other events of general com-

munity interest, the average subscriber may not notice the difference unless a city daily with state correspondence gets into his hands. (It is still true in places that news has to be thrust on people.) But a few minutes' telephoning, if there is no other way of getting at the news, would make the reading of a city paper unnecessary as far as that item and similar ones are concerned.

In most towns there is the "prominent citizen" who reads one or two metropolitan papers regularly. One of these, upon being asked what he thought of his home paper, replied:

"Oh, I read it as a matter of habit, but I don't depend upon it to a great extent."

He is the man to play to! It is important for the paper that he respect it. He wants the news of his neighborhood as it occurs, and will give little consideration to the home paper that doesn't get it.

He will be among the first to notice special features and to appreciate the extra efforts required to furnish them. He may not advertise, or may not be able to throw business to the paper directly, but his influence is powerful, and a boost from him is much to be desired.

The pulling power of illustrations is underestimated. How many times have you said "I would like to use a cut of him or her this week, but I can't afford it?"

Here is a method that has worked well. Establish a "Cut Fund" or whatever you choose to call it, and reserve for it $1 each week. Set the money aside for that purpose, in a separate account if necessary, and let it be used for no other. An expenditure of $52 on "art" of local people in a year will more than be justified in new friendships made, to say nothing of the improved appearance of the paper. But most important of all is the reputation for "hustle" that will come as a result. People like most to read about themselves or their friends and an illustration doubles the value of a story.

In connection with the cut fund another plan may be worked. That is the running of a series of "write-ups" with illustrations, one each week, on local persons — business men, officials, ministers, club and social leaders, including women. Explain to the persons whom you have chosen to exploit what the feature is to be, and few will be found who will not gladly stand the expense of the half-tone. The feature itself will prove popular. But better still, it will provide illustrations for future use.

Such a series, running for two years, would include almost every person of prominence in the community, and when one of them reaches the three-score-and-ten anniversary, dies, gets married, applies for a

divorce or otherwise figures in the news, how appropriate it would be to run a "picture" with the story!

Most correspondents to city papers are aware that many of the illustrations used in many of them may be obtained for the asking if the country newspaper man is disposed to turn a favor for his city brother occasionally. Although printing of the larger papers is done from curved plates the illustrations are first made in flat etchings which have only to be mounted on an old cut base for use in flat-bed printing.

A bulletin in the office of one of the papers of the Indiana capital informs the staff that "art in connection with an assignment is as necessary as the story itself. One man was fired for failure to observe this rule."

Dopin' the Ink—by Old Bill

By A. J. Clark

RECENTLY the attention of "Old Bill" was called to an article, written in a light vein, that appeared in THE INLAND PRINTER. The article, when properly digested, was a serious criticism of pressmen in general, because they manipulated their ink and found it necessary to "dope" it from time to time.

The following is what Bill had to say, with a large cigar in his face and a smile:

"Sure I seen it, and I was thinkin' maybe some guy with a punch would come back at the guy. Pressmen sure is losin' their old-time ginger when they let anybody put anythin' like that over. Me, I don't never knock nobody, and I ain't takin' no part in no controversy, but it sure pains me a lot to read the fulminations of some fatheaded compositor when he attempts to throw the hooks into the real brains of our noble craft.

"I ain't findin' no fault, mind you, with the dope the mug springs, even tho' he sticks a long jobber into the ink puddler and then twists it around a lot. His conversation is interestin' and it shows he's a thinkin' man, which ain't common amongst compositors, most of them growin' up, as you might say, without brains.

"If I was younger, dope like that would make me mad; as it is, I'm makin' allowances for them kind of mugs, knowin' that when they cry out that way they must have some real pain knawin' at them some place.

" It often happens that a little knowledge is worse than none at all, and sometimes a typesticker when he gets a small joint of his own, with a Pearl press and $8.00 worth of type, thinks that he's mastered the whole bloody printin' trade and is free to criticise everybody connected with it, and especially he thinks he's got license to shoot it into the pressman, which ain't no good way to do.



" The real brains of our noble craft."

" This mug, he finds fault with the pressmen because he's had to hire a pressman sometime, not bein' able to get the label without, and the pressman, as is customary and necessary and right, dopes his ink and don't tell the mug fer why. And there you have the nub of the whole business. The mug he don't know why the puddler dopes the ink, therefore they's no good reason for dopin' it!

" Pressmen ain't got no strategy — no, that ain't the word — *finesse,* that's the word I'm lookin' for; strategy they got a plenty, and it's their havin' so much strategy that makes the mug suspicious when they dope the ink. He thinks they are puttin' somethin' over on him.

" What I'm drivin' at is this — that if the pressmen had a proper proportion of finesse they wouldn't make a mystery of their business,

and the mug would know that all of the dopin' of ink, the little squirt of this and the little dab of that is not intended as an offering to the God of Chance, but a real necessity, and after a while everythin' would be fine and dandy, and when the mug put in a cylinder press he could run it himself.

" You see it takes a pressman a long time to learn his business; I don't think any of them ever learn it all because they's new problems comin' up every day. The serious and difficult thing, the one thing in the pressman's business that is hard to learn and that gives him most worry is ink and its manipulation, and if he don't know what to do with it when it picks, when it smuts, when it runs muddy, when it dries too quick or too slow, when it cracks, when it piles up on his plates, when it fills up his cuts, when it don't adhere to the paper properly, or when it mottles, he's up agin it plenty. The mug said ink ought to work right as it's sent out from the factory. Sure it ought, but it won't, never, no time! If they was only one kind of ink, one kind of paper and one kind of climate, it would be a cinch, presumin' that the temperature was always the same and they was only one kind of press; but believe me, it ain't not!

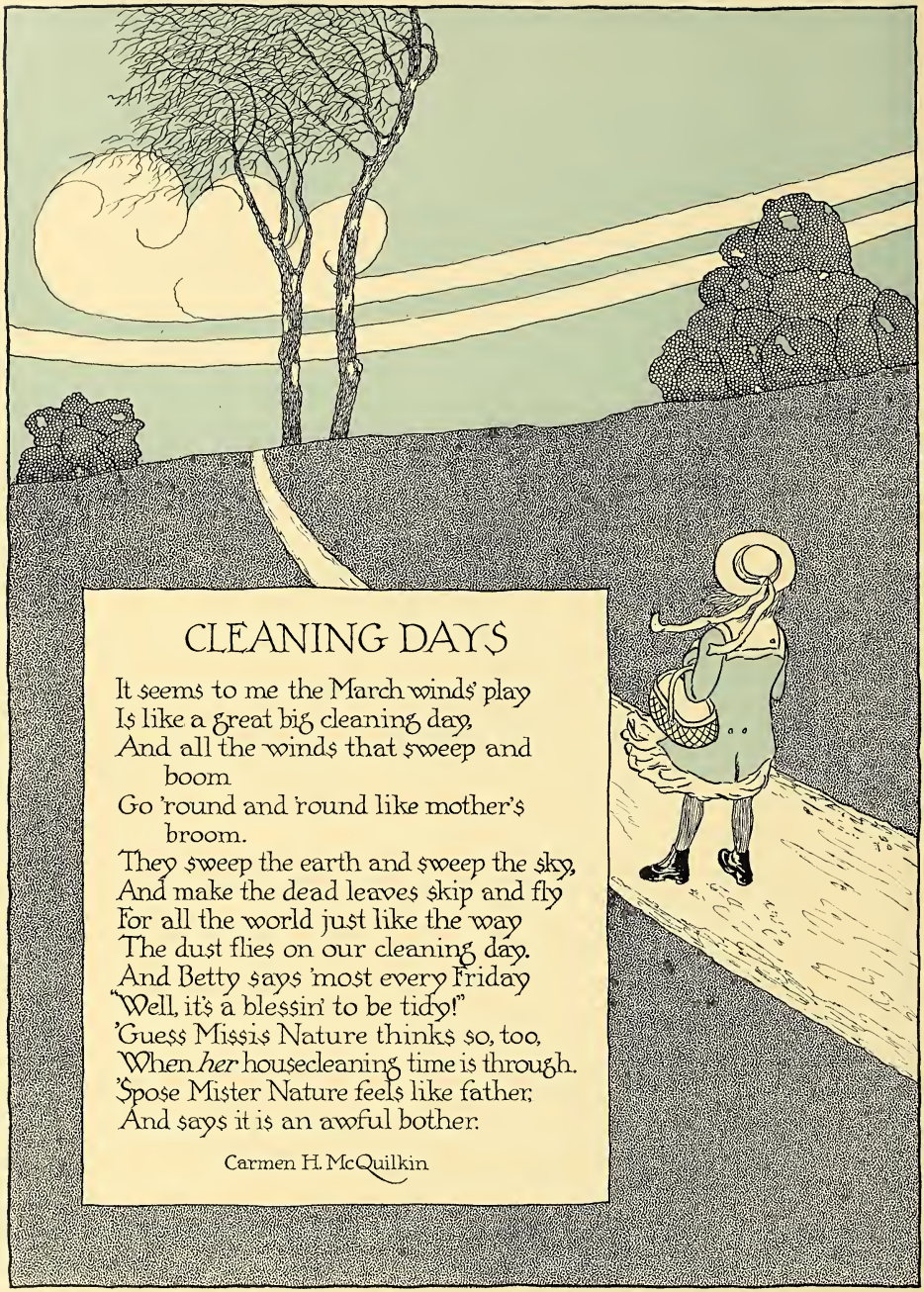
" Ink that'll dry in Denver, won't necessarily do so in Chicago. It'll dry hard in Chicago and stay wet for a month in Portland. Maybe it'll dry hard this week in two hours, and next week take two days. And ink may work on one side of a paper and pick on the other. Enameled paper seldom runs the same for any length of time, and atmospherical changes will affect it so it'll run all right in the afternoon and pick in the mornin'. All the time the pressman's got to be Johnny-on-the-job, and he can put an ounce of grease where it'll make the difference between a come-back and a good job.

" That's fer-why the pressman —even tho' he looks crazy, and acts crazy — ain't necessarily really crazy when he is forever squirtin' dope into his ink.

" Far be it from such."

ADVICE

There's an all-pervading notion that we nearly all possess, that advice is always welcome to the men who win success. The man who wins a pile of coin or invents a new machine is deluged with suggestions from each friend into whose bean no thoughts have ever filtered worth a continental dam, yet gives advice free gratis in chunks ad nauseam.



CLEANING DAYS

It seems to me the March winds' play
Is like a great big cleaning day,
And all the winds that sweep and
boom
Go 'round and 'round like mother's
broom.
They sweep the earth and sweep the sky,
And make the dead leaves skip and fly
For all the world just like the way
The dust flies on our cleaning day.
And Betty says 'most every Friday
"Well, it's a blessin' to be tidy!"
'Guess Missis Nature thinks so, too,
When *her* housecleaning time is through.
'Spose Mister Nature feels like father,
And says it is an awful bother.

Carmen H. McQuilkin

EDITORIAL

WASTE is the antipathy of all well-ordered minds, and upon this feeling largely rests the solution of the apprentice problem, for there is surely no more tragical waste than the golden hours of youth. "Time is the stuff that life is made of."

NO ONE who has had much to do with the training and advising of young lads expects very much in return. To be successful requires a self-abnegation, a devotion to the work for its own sake that is almost impossible to apply in a commercial or manufacturing establishment. This is because the keen young wits are ever suspicious of being exploited, and the immediate dollar lures many away to less opportunity.

THE United Typothetæ, the International Typographical Union, the International Printing Pressmen's Union and others are working strenuously in the cause of founding a great printing craftsmanship. The distinguished success which is sweeping into the comprehensive work of the Typographical Union in its educational program is unparalleled in the history of the printing art, for this great organization of which every American has reason to be proud gives the benefit of its educational resources to every one who is a printer, organized or unorganized.

EDUCATIONAL regulations which are at once efficient and fair to all interested must necessarily be arrived at through conferences of employers and employees. An apprentice whose letter appears in another department in this issue of THE INLAND PRINTER holds out the inadequacy of the pay that the average employer gives to the average apprentice. From what we can judge of this writer we assume that at no very distant day he will be struggling in the employers' class and will then have an opportunity to puzzle how to keep his apprentices interested in their work, honest to themselves and to him. In manufacturing it is difficult to make the pay of an apprentice sufficient for his just desert in some particular department, for his education to be fully rounded out demands that he shall be moved up another educational step, of course with an increase of pay, to another department. He pays his toll for inefficiency. This is the theory. But the commercial spirit demands that the immediate dollar be the first consideration. So from employer to foreman, and from foreman to apprentice and back again, the dollar submerges, swamps educational conceptions.

Printing Bills in Bankruptcy Courts.

"Have there not been instances where indebtedness for printed matter has been considered as indebtedness for labor in bankruptcy cases, entitling the claim to be placed on the list of preferred creditors?"

This question was brought to our attention, and, as it is one of importance, we asked our readers in our January issue if they had any light to offer on the matter. In response to this request, Oliver Wroughton, manager of the Typothetæ of Kansas City, has sent the following information, which we take pleasure in passing on to our readers:

"Printers might be led to extend credit, thinking that they would be preferred creditors in case of bankruptcy proceedings, because a large per cent of their product is represented by skilled labor. I wish to assure you that there is no ruling in the bankruptcy courts that entitles a printer or a printing concern to file their claim, and have same allowed in a bankruptcy proceeding, as a preferred claim.

"It is very hard to lay down an absolute rule which one could follow in the extending of credits, and know in advance whether or not he would be a preferred creditor in case of bankruptcy; however, the general rule is that when he puts a finished product upon the market he will become a general creditor in a bankruptcy proceeding, although the entire product is practically represented by labor; but one who furnishes his labor, which only goes to make up a part of the finished product, can claim his wages as preferred as against other creditors of the payer or employer.

"Some courts have determined the question of preference by determining whether the obligation

was represented in the nature of a contract as wages, or in the nature of a contract as merchandise; however, I would advise all printers to extend credit upon the basis of becoming a common creditor in case of bankruptcy."

"Have You Something to Sell?"

On the corner of an envelope containing a card and calendar advertising the printing, ruling and binding business of Eugene L. Graves, Incorporated, of Norfolk, Virginia, appears the inquiry "Have you something to sell?" The advertising argument bears exclusively on the ability of the concern to design, engrave, and print. A few words suggest that the company is equipped to plan complete direct advertising campaigns. There are a few printing concerns that advertise in a tentative way that they can *write* business literature as well as print it, but they are few and far between.

If a man has something to sell — his skill, manufacture, merchandise, whatever it is — his first recourse should be the printer; but in reality the printer is his last recourse. The large number of specialists in writing advertising literature and preparing "copy for the printer" are at his service first, insistently and persistently. There are good, bad and indifferent among them, of course, as with all human kind, but their business requires scholarship, experience, judgment, skill, taste and resourcefulness, centralized on the subject of advertising. These gentlemen are nearer to the man who spends the money than the printer can be who is simply a designer, engraver and printer.

But the printer is inevitable. The stuff must come to him sooner or later. Under his observation passes the literature of all kinds of business. Yet as a general thing, like the heathen in the scripture, printers, though they have eyes they see not, and though they have ears they hear not, that is, so far as their opportunities presented in this way are concerned. This applies to every printer, from apprentice to employer. The printing-office is, to use a popular expression, the "melting-pot" of every phase of human endeavor, and the printer perforce has a fund of general knowledge poured into one ear and out the other; though perhaps it does not all pour out, for it will be observed that when the printer by force of circumstances goes into a business apart from printing, his range of knowledge is usually wider, his grasp of affairs more comprehensive, than that of the average business man. Yet, singularly enough, he does not make these talents shine very brightly in his own business, otherwise the work of preparing papers for the press, or writing business literature, would be closely identified with his work of designing, engraving, printing, binding, and mailing. If printers handled their business for "all there is in it," their inquiry "Have You Something to Sell?" would have a significance far beyond that which it now bears on a corner-card or circular advertising a fine mechanical equipment.

On page 769 of THE INLAND PRINTER for February the Century Company makes announcement of an advertising contest. This offering is made by special arrangement with THE INLAND PRINTER, and these few lines are added to what we have said above, as an afterthought. There is nothing the printer can not do if he wants to, and we want to make him want to put all his resources into his occupation. Read the advertisement.

"Lemons" and "Peaches."

How to turn a business "lemon" into a "peach" is exemplified by a number of actual or suppositious incidents recorded by a writer in a recent issue of *Harper's Weekly*. The incidents given may be actual or they may not. They are no less interesting — or inspiring — on that account. They read plausibly enough. The dominant idea that comes from reading the accounts of business metamorphoses is that the average man does more hustling with his legs than he does with his head. From organizing colonization schemes to make business for a railroad running through a vast unpeopled territory, to creating business for a moribund shoe store on a side street, to making a department store acquire a vogue, to building up a run-down grocery business, and to making a secondhand-farm-machinery enterprise profitable, is the story. The methods employed were good, clean business methods, and we take occasion to say that this class of literature is better designed to meet the spirit of American youth than the fetid records of the exploits of the Wallingfords and other scoundrels, burglars and thieves, murderers and cheats, which are heralded in publications of nearly two million circulation weekly.

Jo Anderson, of Sacramento, among a number of instances of his methods of creating business, said that on one occasion a man started a fish-market in Sacramento, but the fish languished, as fish are prone to do. Jo made a suggestion. The suggestion was accepted. Jo prepared a neat leaflet with a number of culinary suggestions based on fish, and these leaflets, enclosed in a worthy envelope, he addressed to the best-known ladies of Sacramento. The fish business became a success, and Jo has a very good and a very enthusiastic customer.

To mend the cracks in a crumbling business there is nothing to equal printers' ink, but it must

be applied by a man who knows how, and the printer who uses it should be the man who should know best how to apply it. He must study how to turn lemons into peaches.

The Intimate Letter.

When a person or firm has established a reputation for sincerity in business dealings, the circular letters, "follow-up letters," used to supplement advertising or to answer inquiries, if given an intimate or personal tone, may help to cement still closer cordial business relations, but the "Dear Friend" letter is an implication that filters slowly but surely into the head of the recipient that the sender considers him, the recipient, a "boob."

The intimate letter, the letter in which the writer endeavors to impress upon your mind that you have been singled out as a bright and shining exception to the common run! Dear, dear, how "very special" one feels to read that Mr. Hookham-Frere has just called across the room that he wants a page space reserved for you in the first section, as he wants to write your advertisement himself. Does it get you? It all depends.

The correspondence department of a business house is the sympathetic ganglia of its nervous system — that is, it should be; but unfortunately it is more frequently its vermiform appendix, causing all the trouble that that unaccountable and much-discussed survival of the process of evolution is prone to. Discussing the matter with the chief of such a department he cited his trouble to be an inability to meet the views of the varied temperaments under whose orders he labored, and his main difficulty he said was that of the office-boy who said his employer "Expected all the Christian virtues to be displayed on three dollars a week." Cheap and therefore inefficient help, though placed under the direction of a man of judgment and experience, can not obtain results. What is said to a customer in letter or circular is said by the house, not by the employee. If the amount paid to make business had discounted from it the loss in false economy in clerical hire, the percentage of cost for advertising would be in many instances highly satisfactory.

Canada.

Our Canadian friends have won a place in the world of advertisers, for their governmental authorities have probably made a better use of printers' ink as an advertising medium than their compeers. In their printed messages is the note of youth that has found itself but recently. Canada is no longer represented pictorially by a representation of a middle-aged contented habitant in clumsy yarn toque and ugly homespuns. Jean Canuck to-day is the booted, belted and big-hatted son of the plains. He is the embodiment of the twentieth century, proud of his achievements and willing to do and dare the seemingly impossible. Far-fetched as some statements made on behalf of Canada and Canadians may appear, there is no doubt Jean believes in his soul of souls that he will prove them to the world. Among many handsome calendars sent out at the year's beginning was one extolling the greatness of Winnipeg — the northern Chicago. In graphic style it portrays the progress of the city, and at a glance shows that behind it must be a country of unexampled prosperity. In the ten years 1902-1912 its population increased from forty-eight thousand to two hundred thousand; in five years investments in buildings grew from five to twenty millions of dollars; while its bank clearings show a billion and a half in 1912 as against less than two hundred million dollars in 1902.

It is reasonable to suppose that a city making such a showing as Winnipeg is in the center of a prosperity which seems to be well diffused throughout Canada, and it includes the graphic arts, as it is said there were but eight failures in the Canadian printing industry last year.

Americans rejoice in the prosperity of their growing neighbor, who is now competing with Germany and France for the position of Uncle Sam's best customer. If there were no trade or barter, Americans would be pleased at having Canada for a neighbor, for it is instinct with the progressive spirit of the age, and shows it by its official and lavish use of printers' ink.

IF EXPERIENCE ALWAYS RAN ONE WAY IT WOULD BE EASY.

THE CASTOFF.

He worked with one eye on the clock and always seemed afraid
Of doing more than that for which he thought that he was paid;
At quitting time he dropped
The work in hand and stopped
Without the least concern about the progress he had made.

He seemed to fear that if he worked a minute overtime
He might be guilty of some dark, unpardonable crime;
And so it came about
That he was down and out,
A grumbling castoff when he should have just been in his prime.

— *S. E. Kiser, in Chicago Record-Herald.*

THE CUTOFF.

He worked with both eyes on his job and never seemed afraid
Of doing more than that for which he bargained to be paid;
At quitting time he sighed to stop,
He seemed to feel he was the prop
That held the business in the course of trade.

He never seemed to fear to work an hour's overtime,
And hearkened not or listened to the closing hour's chime;
And so it came about
He was thrown down and out
When the boss had one to favor 'bout that time.

Printorial Verse

A GREETING TO A FRIEND.

The season is propitious and my spirits are in tune
To send a cheery greeting to a friend.
I may not delay the message, for the twilight's coming soon,
And our sands of life are running tow'rd the end.

There are golden crumbs of comfort in affection's retrospect,
Harking back to scenes and loves of yesteryear,
And I find you in the picture, as, of course, you would expect,
That is thrown upon the canvas, soft and clear.

In Life's morning we are thoughtless, apt to tread the flowers low,
But it brings a warm and tender afternoon;
And the evening brings remembrance of the joys we used to know,
And December's rich in memories of June.

When we fare in mental pictures back to paths that we have known,
There are many thorns and tares along the way,
We may not escape contrition for the seeds that we have sown —
But the flowers how they've sweetened all the days!

Oh, the fragrant lanes and meadows and the hearts so brave and true!
(And we linger while the evening shadows come.)
These are mem'ry's benediction when I think of Life — and you —
And I know we are drawing nearer Home.— WILL C. EASTERLING.

— Courtesy of L. W. Phillips, The Leader-News Publishing Company, Uvalde, Texas.

SUBSCRIBE.

Inland Printer
In the winter,
Without stint or
Any hint or
Doubt whatever
Send them in.

Inland Printer,
We can't beginter
'Spress the inter-
Est in you.

— H. S.

FIRST AID TO A POET IN NEED.

I note you want the rimes for Inland Printer;
To help you out I'll hustle like a sprinter.
Now, will I earn a jewel that's a glinter —
Without a setting that's a lying tinter —
If for your listing such I act as hinter?
('Tis worth above the wages of a linter.)
I find that Webster was a measly stinter,
For of but few of such was he a minter.
Though of the word-stock these are but a splinter,
To add another you may search all winter.

— N. J. Werner.

SIMPLIFICATION THAT SIMPLIFIES.

The dieresis and hyphen,
A gent down in N. J.
Is arguing in the *Dial*
Should now be thrown away.

There never is no danger
Of missing what is meant,
If these here marks are canned, declares
This iconoclastic gent.

But we who have to slowly spell
Each word to know it, sigh
Because we find our way made rough
By plans to simplify.

Why boggle over small concerns?
Take Ikey Pitman's way.
Use dashes, dots and hooks and swirls;
Throw alphabets away.

— P. R.

A TRIBUTE.

I often ponder
The days I conned o'er
The Inland Printer;
And in my time
I've heard extolling
Voices rolling
Across the ocean
From many a clime.
Oh, never, never
Till time shall sever
My love from all
That I hold dear
Shall I surrender
Or even lend or
Fail to subscribe for
A title clear
To The Inland Printer;
For every hint or
Aid that came
To help me on
Came for the asking.
And now I'm basking
On easy street, where
You put me on.

— J. K. C.

THE "SIGNS OF APPROBATION."

What has happened to the o. f.
(Applause) (laughter) (cheers)
That once livened up the speeches
Of the orators and seers?

Is it just the awful hurry
Of getting down to press
That the signs of approbation
We are simply left to guess.

— S. E. C.

DNALNI RETNIRP.

Dnalni Retnirp —
Here is a quip;
Knock off this chip;
Keep a stiff upper lip.
For this riddlemaree
Is easy to see —
Now don't cuss and storm;
Just back up the form.

— L. T. R., Toledo, Ohio.

S TO PRINTER MAKES IT SPRINTER.

You seek to know how many words
Doth rhyme with Inland Printer:
If he who runs may read as well
He is a reading sprinter.

This doesn't claim to give the list
Sought by The Inland Printer,
But serves to show that many more
May be found by a cursory sprinter.

— F. N. Barksdale, Broad street station, Philadelphia.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

MONOTYPE MACHINES ON THE LONDON TIMES.

To the Editor: LONDON, ENG., Jan. 17, 1913.

Your special correspondent in Great Britain reports in your January number that the London *Times* has now adopted monotype machines, and writes as though this decision was of recent date. I would point out that the London *Times* has been composed exclusively on monotype machines since the latter part of 1908, and that all editions, supplements, etc., are composed upon thirty-four machines. H. M. DUNCAN.

H. O. SHEPARD AND HIS FELLOW APPRENTICE.

To the Editor: SALT LAKE CITY, Jan. 23, 1913.

There is a little story of the past regarding the late Henry O. Shepard that might be of interest to you. In the old *Chenango Union* office, in Norwich, New York, my uncle, C. R. Jackson, and Mr. Shepard both worked as youngsters. Jackson went up on the shore of Lake Huron in the then lumber town of East Tawas, Michigan, and purchased the *Posco County Gazette*, while Mr. Shepard came to Chicago eventually, and now his name is known the world over in connection with the printer's best friend, THE INLAND PRINTER. It was with "Uncle Charles," in 1889, that I started to learn the trade, and he is still running the paper he has owned so long, and is loved by all who know him in that locality. Of course his work has been along humbler lines than was that of his youthful associate, but he has been happy and contented in the community in which he chose to make a home. I shall always have a warm spot in my heart for him, for notwithstanding the fact that his plant consisted then of a small quantity of type, a single job press and a "Washington" for the paper, he started me "right."

RAYMOND R. SARGENT.

FIRST-CLASS PRINTERS AND THIRD-CLASS OFFICES.

To the Editor: BROOKLYN, N. Y., Feb. 2, 1913.

If commercial candor everywhere prevailed, not a few advertisements for jobmen, instead of appearing in the seductive style in which they are now presented, would read as follows:

> JOB COMPOSITOR — Wanted, a first-class job compositor in a third-class office. Apply at 1722 Caxton street.

I have sometimes wondered whether the proprietors of inferior offices who advertise for first-class men are obsessed with the notion that superior jobbers are always out of employment, waiting to be experimented with by every upstart in the printing business who imagines there is concentrated in his own personality all the ability in the trade. The familiar office gag, "any one can set a good job when there is plenty of type in the cases, but it takes a superior man to do fine work with no material in sight," seems to be taken seriously by the proprietors of third-class printeries and to influence them in the conduct of their concerns, otherwise they would, I believe, rehabilitate their offices and place them in the class where their troubles about securing competent help would terminate.

I call to mind, for example, an outwardly attractive printery, situated on the street level of a prominent thoroughfare; there are bay trees in tubs at the entrance — the broad windows give unobstructed light around the interior, where roll-top desks and appropriate accessories ornament the business department. All these signs of prosperity were, no doubt, primarily intended to attract first-class customers, but these things no longer have significance, because the proprietor is not now suffering so much from megalomania as he was when he started in business, though symptoms of the malady still remain. Self-conceit is a poor substitute for printing material, and of the latter there is woful want. As if this were not sufficient to discourage the workman, there is a unit time-sheet. Telephoning complaints about the employees, instead of cooperating with them, has not added any good to the reputation of the place, neither has the "kiting" habit with the bank, but they tend to secure registration in the material man's red book.

No legitimate business can long continue under conditions such as are here described, and, unless there is reform, not many moons will wax and wane before the scarlet emblem of the auctioneer will temporarily wave above the green bay trees at the entrance of an institution that might easily have been put in the first class by the exercise of a little common sense and cooperation on the part of the owner.

Printers should be first-class men both in spirit and in substance. SAMUEL W. HOSKING.

THE APPRENTICE PROBLEM.

To the Editor: FINDLAY, OHIO, Jan. 23, 1913.

May an apprentice say a few words on the "greatest subject before the American printer to-day"? Maybe an opinion from one of the much discussed "boys" would not be out of order.

My own experience may give some ideas. Being a high-school graduate and having always had a hankering for the printing business, my first position was with a daily paper as a cub reporter, and then as an assistant ad.-man. I didn't exactly agree with the work, so asked the proprietor for a chance to learn the trade in the job department.

"Yes, you can start in at $3 a week, and in four years you will be getting $8."

That was too much of a come-down, from $9 a week to $3, so I worked elsewhere for some time. Finally I took a plunge and started in my present position at $4 per week. Now everything is fine and everybody is happy.

Right here is the point — if an apprentice to a machinist, a plumber, a blacksmith, or a common driver's job is worth $1 a day, why is the printer's apprentice worth only 50 cents? It doesn't appeal to many bright, hustling boys to start to work for $3 a week when they can get $6.

It seems to me if a boy is worth anything in a printers' office he is worth $6 a week. Why? First — he will take much more interest in his work if he knows he is getting what he is worth. Second — this added interest will make him so much more valuable to the shop that the larger wages paid out at first will all be returned with interest later in his apprenticeship.

As you say, a poor boy is worse than no boy; now then, honestly, are you going to put your wage scale so low that the honest, hardworking, conscientious boy who thinks of his future, and who at the same time may be supporting his mother, can not afford to enter the trade? Any self-respecting, honest boy knows that he is worth more than $3 a week and goes where he can get it, and the printer gets the three-dollar boy.

Here is another view. This is an actual case, happening to an acquaintance of mine. A good steady boy in the news end of a daily paper wishes to learn the trade. He is willing, bright, and a good worker. The paper is a morning edition and all ads. are set at night. The boy works all day, pouring metal, correcting, mailing proofs and doing "devil work." He has reached his salary limit and has over two years yet to work. The union will not allow him to come back at night and work under the ad.-man in order to learn something; and he gets no chance on the machines in the daytime. There he works, day after day, learning nothing new, progressing not at all, and becoming disgusted with the whole business.

There's your problem — you have the boy, a good one, with the union on one side and the employer's indifference on the other, and the first thing you know, the boy is driving a delivery-wagon. This is not exaggerated in the least, and shows one side of the question — from the apprentice's viewpoint.

Now then, here's a pill that is already at work. One of the greatest steps toward securing desirable apprentices is to install a cost system. The printing trade as a whole has not been one of any great attraction to the boy on the lookout for his life-work. There have been too many failures and too many poor printers (in both senses of the word). There has not been sufficient tangible evidence of prosperity to hold before him as a goal for his endeavors. The boy looks on the neat, prosperous grocer, druggist or business man and immediately decides to be one of their number. Install your cost system, make a little money, show it in your dress and manner of living, have a bright, clean place to work in, and you will attract more of the kind of boys you want.

Another thing that will help the boy and in turn help you is this: do for him as my employer did for me, open your heart and pocketbook and give him THE INLAND PRINTER for a year. Charge it to overhead expense, if you will, but give it to him. If he is the right kind of a boy, he can not help being interested, and if he is sufficiently interested to take advantage of the contests and criticisms offered him and to subscribe for it himself the second year, he will be worth helping.

Another question is, "What about the apprentice's contract?" It is good, the most of it. Everything but the wage clause is good. Why not pay your boys like you feed your horses? When they work hard, feed more. The idea of telling a boy four years in advance how much he will be worth, and when he will be promoted, is what sticks in the craw of most of us. It takes away all incentive for extra work and study. It takes away all the pleasure from a promotion or raise. The unexpected boost is always the one you appreciate most. And then, are you going to class the boy who takes a trade-paper, the I. T. U. course, and who works and studies for his trade, with the shiftless, know-nothing, care-nothing boy? You will surely lose one of them, but which one; the one kept down or the one boosted above his actual worth? And yet you say it is hard to get good boys.

Then take care of the few you have, for where one good boy is another will come.

By way of apology let me say that it may seem extremely bold of me, an apprentice, to undertake to say these things; but even if it is, I have only taken advantage of an opportunity given to express myself on this subject, which is as vitally interesting to me as it is to any employing printer.

J. GLENN HOLMAN.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

AN inventor from New Zealand has been showing a machine in London which folds, wraps and pastes periodicals ready for mailing. An attachment is said also to do the addressing.

BECAUSE of the raises in wages, shorter work-day and the higher cost of material, the Master Printers' Association of Newcastle-on-Tyne and District has unanimously decided to advance the prices of printing.

THE British Museum contains over four million five hundred thousand books, and the manuscript catalogue listing them comprises three thousand folio volumes, while a recently printed catalogue extends to six hundred volumes.

THE chief minister of Népaud, India, has sent to Oxford University seven thousand manuscripts in Sanskrit. Very many of them have not as yet been deciphered. Most of them are written upon palm leaves. The university has undertaken the study of these writings, and their publication by photographic processes.

DESPITE the protests of many employing printers of London who adhere to the fifty-two-and-one-half-hour week, the governmental authorities adhere to the dictum that fifty hours is a "fair" week's work, and is to be considered as such in the giving out of official printing. About eighty per cent of the trade in London now recognize the fifty-hour week.

PERHAPS the most prized stamp-printing plate known of is that from which an early issue (1847) of Mauritius stamps was printed. It is in the possession of a noted English collector of stamps and is valued at $25,000. Of the stamps printed from it but twenty-four copies are recorded as being in existence. In 1904 the King of England paid close to $7,000 for an unused copy of this issue. The year before $13,000 was paid for two stamps which were still on the envelopes.

WITH the beginning of its Volume 72, on January 2, 1913, the *British and Colonial Printer and Stationer*, which is now in the thirty-fifth year of its publication,

took occasion to reduce its page size and to add a colored cover. It had hitherto the largest format of any graphic-arts periodical. The new size is, of course, much handier than the old, which was quite unwieldy, yet it is still too large for really comfortable handling. It is much to be regretted that the publishers were not aware of the propaganda being made by a German association for the universal adoption of a standardized series of book and periodical formats. If they had, this greatly esteemed contemporary would doubtless, while about it, have been changed to a size selected from the new standards.

JANUARY 4 was the centenary of the birth of Sir Isaac Pitman, who invented a system of shorthand and did more perhaps than any one else to further the practice of phonography. His system and several variant imitations of it have now the most widespread use. He brought simplicity and order into the art of shorthand writing, which before his day had been complicated and difficult to acquire. While Sir Pitman did such great work for this art, he had as large, if not a larger, interest in the improvement of English spelling, to which he devoted much thought, energy, time and money. His studies in orthoepy and phonography quite naturally impelled him as a thinking and progressive man, to take up phonetics and the question of spelling scientifically. The attention he gave to the construction of a phonetic alphabet had a widespread influence upon other and later coworkers in this field, and without doubt much of what he proposed will eventually prevail. Sir Isaac Pitman was for fifty-two years editor of the *Phonetic Journal* and was publisher of many books on phonography and phonetics. He died on January 22, 1897. His sons continued the business he established. They have just published a "Life of Sir Isaac Pitman," written by Alfred Baker. This is illustrated by a portrait of the subject, after a painting in the National Portrait Gallery in London.

GERMANY.

A PROFESSOR of the technical-high school at Braunschweig claims to have discovered that the asparagus plant contains a long, white fiber which is available for textile and papermaking purposes.

ALEX. STADTHAGEN, president of the German Foremen's Society and editor and publisher of the *Die Graphische Welt*, died on January 6, aged sixty-five. It had been intended to celebrate, on January 17, his golden jubilee or fifty years of connection with the printing trade.

SOME technicians at Munich propose a magnetized bed for presses, to stop the raising of spaces, quads and leads in forms. No doubt they forget that the latter material is not made of iron or an iron alloy. Type-metal is not attracted by the magnet.

A COMPOSITOR at Magdeburg (Gustav Schulze) was given a medal of honor recently for the heroism he displayed in the timely rescue of a child from being run over by a rapidly moving express train. The railway management added to this by presenting him a substantial gift of money.

THE *Journal für Buchdruckerkunst*, published in Gross-Lichterfelde, the oldest printing-trade paper in the world, began its eightieth volume with 1913. And the *Korrespondent für Deutschlands Buchdrucker*, the organ of the employees' unions, at the same time began its fiftieth volume.

THE municipal government of Cologne appropriated 10,000 marks ($2,380) last year to pay for advertising the importance and attractiveness of the city. For 1913 the appropriation has been increased to 80,000 marks ($19,040). It will be expended on home and foreign journals, post-cards, letter-sealing stamps, posters, circulars, etc.

AS STATED in its yearly report, the German Master Printers' Association had 4,596 members at the close of 1912. These had in their employ about fifty thousand out of the seventy thousand workpeople in the printing business. During the year 278 new members were added, while 439 resigned, making a net loss for the year of 161 members.

ON December 2, 1912, the Berlin printers and type-founders' union celebrated its fiftieth anniversary. It started in 1862 with fifty-three members; at present it has over twelve thousand. The hall in which the celebration was held accommodates six thousand persons, but was found not large enough to allow all to enter that wished to join in the event. A second celebration was therefore held later for those who failed to get to the first.

THE city council of Elberfeld in October last had decided upon establishing a municipal bindery. Against this strong opposition was raised in the bookbinding industry. At a meeting of the Progressive People's party the cause of the binders was taken up, and a vigorous protest caused the project to be rescinded. It was also brought about that in future only such bookbinding firms as paid union wages and recognized union conditions would be permitted to bid on work for the city.

THE judges of a prize contest for the best poster for advertising the great International Book Trades and Graphic Arts Exposition to be held in Leipsic in 1914, awarded 1,500 marks ($357) to Erich Schilling, of Sühl, in Thüringen. The second prize, of 1,000 marks ($238) went to Karl Mugaly, of Bielefeld, and two third prizes of 750 marks ($178) each to W. H. Deffke, of Berlin, and Georg Pretter, of Leipsic. There were over six hundred entries, which were placed on view in the Buchgewerbehaus at Leipsic, December 5 to 18 last.

ONE of the craft journals records a list of forty more or less severe accidents which occurred in Germany to workers at cylinder presses during the month of October last. A later list notes thirty-three accidents at platen presses in November. These lists are not uncommon ones. They lead one to wonder if persons working at presses in the United States meet with accidents to the same large extent. So far but little has been heard on this point in America, and no records are made. The laws in Germany are strict regarding the duty of reporting accidents at machines. Accident-preventing appliances must be attached wherever possible, yet the mishaps continue to occur — and often extremely severe ones.

IT appears that unionism in a number of trades in Germany is complicated by the introduction of religious factors. We therefore find among the workmen "Christian" trade societies. Concomitantly we note discord between such as adhere to different faiths, such as Roman Catholic, Lutheran, etc. The Pope has recently had occasion to issue an encyclical on this matter, which seems to add fuel to some flames that have appeared. As an instance of discordancy resulting from the mixing up of dogmatic religion with trade-unionism, there may be cited the recent trouble in a certain mining district. Here the miners belonging to the "Christian" labor society, numbering some ten thousand, went out on a strike. The "free" (or non-church) labor societies resolved to follow their lead. But the "Catholic" societies, which have some twelve thousand members, refused to take part in the

strike. Reports as to the outcome of the contention are not yet at hand. There are also some "Christian" and some "Catholic" printers' unions. It really seems unwise to let religious cults thus interfere with unionism; many employers will surely gloat over the discordancies they brought about between unions. This state of things is perhaps greatly due to the fact that there are also unions which are out and out Socialistic, the cult unions being organized to counteract their influence. Therefore, the International Typographical Union of America is to be commended for excluding sectarianism and socialism. An ascendancy of either would be sure to disrupt it.

FRANCE.

THE union compositors in Paris have recently obtained a wage advance from 7.20 francs to 8.10 francs per day of nine hours. A large number struck for 9 francs per day, but their contention is not well supported by their colleagues. A piece rate of 85 centimes per thousand letters was also secured.

THE last Christmas issue of *L'Illustration* (Paris) surpassed all its predecessors. It contained 112 pages, of which over 70 were illustrated by three-color prints or photogravures. Rembrandt's painting of "The Man in Golden Armor," now in the Berlin Museum, was reproduced as a supplement.

THE Marinoni Press Manufacturing Company, of Paris, has secured the patent rights for all Europe outside of Germany, for the Mertens rotary illustrating process, and has started a branch corporation, "Photogravure Rotative," with a capital of 200,000 francs, to exploit the process and its machinery.

PETER BAILLY, founder of *La Croix* (over thirty years ago at Paris), died recently, at the age of eighty. He started a printing-office, under the name of "Bonne Presse," and developed it until it had over four hundred employees. About 1899 he organized a Catholic printers' union, which still exists. He was the son of a printer.

HOLLAND.

EARLY in January the compositors of twenty offices in Amsterdam went out on strike to enforce a demand for a new scale of wages, in consequence of which the newspapers appeared in reduced form, some not at all. In a few instances the employers gave in immediately.

TO ADD to what has been reported elsewhere about religion entering into workmen's unions, it is to be noted that there are no less than four national organizations of printing-office employees in Holland. These are the "Algemeene Nederlandsche" (neutral), the "Christelijke" (Protestant), the "Katholieke" (Catholic) and the "Onafhankelijke Typografenbund" (Independent Socialistic). The Algemeene is the strongest, having about five thousand members — compositors, pressmen, binders, stereotypers and typefounders. This society also does the most to secure the better training of workmen. Its branch at Amsterdam maintains each winter courses of instruction for compositors and pressmen, which, though now modest in extent, are expected to increase in importance in the near future.

AUSTRIA.

THE printing-office of Carl Fischer (formerly Ferd. Ullrich & Sohn), at Vienna, became a century old on November 20 last. The event was duly celebrated. The present proprietor is Frau Marie Fischer, whose grandfather founded the business.

A STRIKE in the litho and chemi graphic trades at Trieste, after lasting seven weeks, was ended by an agreement upon a new wage-scale, which is to be operative till March 31, 1915. In addition to a series of advances in wages, the day's work is fixed at eight and one-half hours after March 1, 1913; lithographers work only eight hours. Piece, bonus and home work are done away with entirely. Overtime before 9 P.M. is paid for at an advance of thirty-five per cent, after that hour at a fifty-per-cent advance. Seventeen holidays in the year are paid for.

SWEDEN.

THERE will be a "Baltic Exposition" at Malmö in 1914, at which the graphic arts are expected to be represented in large measure.

THE city of Stockholm has granted the local school for book trades the sum of 12,000 kroner ($3,216), out of the funds appropriated for the city's schools. This grant, however, covers a three-year period — 3,000 kroner for 1913, 4,000 kroner for 1914 and 5,000 kroner for 1915. A proviso connected with it is that there must be day as well as night courses of instruction, also that a like sum must be raised from private sources.

HUNGARY.

THE oldest journal of Hungary, the *Pressburger Zeitung*, published at Pressburg (whose Hungarian or Magyar name is Poszony), with this year began its one hundred and fiftieth volume. It was started July 14, 1764. It now issues morning and evening editions.

ON January 5 the association of printing-office proprietors at Budapest gave a feast and banquet in honor of Sigmund von Falk, because of his having reached the seventieth year of activity in the printing trade.

BALKAN STATES.

THE book and newspaper offices in Bulgaria, Servia and Greece have had a hard time of it during the present war against Turkey, having to work short-handed because so many employees are in the armies. A lack of paper supplies was also encountered, as the railways were too busy transporting soldiers and the materials of war to give much attention to the transportation of paper and other goods. Newspapers still manage to appear, but book and job printing offices are practically at a standstill.

BELGIUM.

THE typecasters employed by the firms, A. Vanderborght & Dumont and Van Loey-Nouri, demanded a shortening of working time to nine hours daily and increase in the hour wage-rate to 95 centimes (18½ cents). As their wishes were not granted they struck. After eight days the latter firm gave in. At last accounts no agreement had been reached with the other firm.

JAPAN.

A FACTORY is being erected at Kagi to produce paper from bamboo. Two complete outfits of machinery were ordered from a construction firm in Edinburgh, Scotland. There is apparently no limit to the raw material, and the paper produced from it is said to be of excellent quality.

DENMARK.

FOR a small land like this, the Copenhagen daily *Politiken* had a record edition on December 15, 1912. It was issued with fifty-two pages and for its sixty thousand circulation required fifty-one rolls of paper.

RUSSIA.

A LONG-PLANNED school to perfect compositors, both male and female, in their trade, has been established at Reval.

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXVIII.— BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

The Evolution, Invention and Progress of Printing.

(Continued.)

Perhaps it will never be known just when, where, or by whom wood-block printing was first practiced. The evolution from the written manuscript to block printing, and from block printing (called xylography) to typography, came about so quietly that each change is shrouded in mystery. Some historians claim that printing on paper from engraved wood-blocks was introduced into Europe by



The print of St. Christopher. Engraved in the year 1423. (Size of original, 8⅛ by 11¼ inches.)

the Chinese, but of this we have no accurate records, the claims being mostly conjectures. We do know, however, that block printing was widely practiced in Europe in the early part of the fifteenth century, and that the productions at first were mainly playing-cards and religious pictures — "image prints" as they are known to bibliographers. It is probable that Italy was the first European country to produce wood engravings for printing playing-cards, but Holland and Germany soon applied the art to better ends.

The oldest dated image print that has ever been found is the print of "St. Christopher" which is reproduced on this page. It was discovered in Suabia, Germany, pasted inside the cover of an old manuscript volume found in the library of the ancient convent — the Chartreuse — of Buxheim. The original is 8⅛ by 11¼ inches in size, and is dated 1423. The inscription is as follows:

Christoferi faciem die quacunque tueris. Millesimo cccc.
Illa nempe die morte mala non morieris. XX° tertio

In whatsoever day thou seest the likeness of St. Christopher,
In that same day thou wilt at least from death no evil blow incur.
1423.

According to a favorite legend of the Middle Ages the print represents St. Christopher fording a river with the infant Christ upon his shoulders. He has staggered under his burden, and at this the child is quoted as saying: "Wonder not, my friend; I am Jesus, and you have the weight of the sins of the whole world on your back."

Many other equally as interesting old image prints have been found, all of a religious nature, among which are the "Annunciation," representing the Virgin receiving the salutation of the angel Gabriel; the Flemish "Indulgence Print," depicting the suffering of Jesus, and the "Brussels Print," showing the Virgin holding the infant Christ, and surrounded by St. Barbara, St. Catharine, St. Veronica and St. Margaret. The prints were of many sizes, some being no larger than a common playing-card, and, generally speaking, they were colored after the printing was done — either by painting or stenciling.

As works of art they are grotesque and valueless, yet they were gladly received by the common people. According to De Vinne "the putting of the image print on the wall of the hut or the cabin was the first step toward bringing one of the attractions of the Catholic Church within the domestic circle. It was the erection of a private shrine, an act of rivalry, pitiable enough in its beginning, but of great importance in its consequences. For it was the initiation of the right of private judgment, and of the independence of thought which, in the next century, made itself felt in the formidable dissent known in all Protestant countries as the Great Reformation."

Then, out of the popularity of the image prints grew the block-book industry. Engraved wood-blocks solved the problem of producing books to suit the purses of the

people. Some were without text, consisting of full-page pictures with explanatory lines engraved thereon or cartouches coming from the lips of the figures, making them appear to talk, as we see in present-day cartoons; others were arranged with full-page pictures on one side and solid text pages on the opposite side. Block-books were manufactured in large quantities both before and after the invention of typography, but after typography had gained recognition their use ceased. Many printers in



First page of the Walther & Hurning, Nordlingen, edition of the *Biblia Pauperum* (Bible of the Poor).

many cities and towns were engaged in this work, and popular editions were taken up and reprinted by rivals with no consideration of the rights of those who first issued them.

A few of these famous old block-books are the "Apocalypse" of St. John, containing forty-eight leaves, printed upon one side only of each leaf; "The Canticles," consisting of sixteen pages; the "Ars Memorandi," consisting of thirty pages, and of which eight editions are known; the "Donatus," or Boys' Latin Grammar, written by Ælius Donatus, a Roman grammarian of the fourth century; and the "Speculum Salutis."

But the most famous and most creditable specimen of early block-book printing is the "Biblia Pauperum," or Bible of the Poor, of which six distinct typographic editions are known. It was printed both in Latin and German, the first edition supposedly being in Latin and produced before the invention of typography. The Germans, however, claim that they produced the first edition.

On this page is a reproduction of the first page of an edition brought out at Nordlingen, in Germany, in 1470, by Walther & Hurning. On the left is the "Temptation of Eve"; in the center is the "Annunciation," and at the right is "Gideon with the Fleece." This edition was one of the last printed from blocks in Germany.

(To be continued.)

"System of Apprentice Instruction in the Manila Bureau of Printing."

The above head is the title of a booklet which we recently received, explanatory of the Leech system of vocational training, originated by John S. Leech, Director of Printing, and successfully applied in the Government Printing Office of the Philippine Islands.

The Bureau furnishes all the printing and binding of the Philippine Government, and certain work for local stations of the United States Army and Navy. The plant is valued at 1,000,000 pesos. Of the workmen, ninety-four per cent are Filipinos, and of this native element apprentices constitute 63.63 per cent. In 1902 the force was all-American, but now Americans act only in a supervisory capacity. The following extracts have been taken from the booklet:

"The principle of the instruction imparted in the Bureau of Printing is to form a systematic and coordinate sequence, and, to accomplish this, all the operations of each trade are divided into specialties and subspecialties, which are segregated into classes in the order of their relative importance.

"Fifty-five specialties and 265 subspecialties are taught in the auxiliary trades of engineer, machinist, and electrician.

"The specialties of each trade are distributed over seven periods, or four years in all. During the first three years (six periods of six months each) the student is designated as an 'apprentice' and in the final period of one year he is known as a 'junior craftsman.' This provides ample time in which the student may familiarize himself with each specialty of the trade. It is not contended that within that time a superior workman can be evolved from the crude material, but the four-year period of systematic instruction has proven adequate for turning out workmen who have assimilated a general knowledge of all the specialties of their trades. Graduate apprentices are also given opportunities to demonstrate their fitness for the positions of copy editor, proofreader, work-order writer, computer, estimator and such other assignments as require workmen of wide experience. A comprehensive technical reference library, available to all, affords an excellent medium for self-education in office administration and organization, the relations of the various printing trades to each other and the physical qualities of the more important printing-office materials. The value of the information contained in this library is impressed upon the mind of the apprentice, and he is urged to consult it freely.

"The first class period of six months is considered ample in which to determine an apprentice's fitness for the trade to which he has been assigned. If he shows inaptitude, particularly with respect to mechanical details, he is advised to seek other fields of labor. Justice to the employee as well as to the employer demands frankness in a matter that influences the formative period of a boy's life. If an apprentice demonstrates aptitude during his first class period but is unable to qualify for promotion within the prescribed period of six months, he is retained in the class until he has thoroughly mastered the specialties in that class period. The extension, however, in no case exceeds three months. If, after three months' exten-

sion, an apprentice fails to qualify for promotion, he is separated from the service.

"In the Bureau of Printing the attitude of a craftsman instructor toward an apprentice is similar to that of a teacher and pupil in a school. The instructor instils into the mind of the student the importance of exerting every effort toward attaining efficiency. The apprentice is given a scheduled task and shown the proper manner in which it should be performed.

"Strict discipline is maintained at all times. Upon entrance each apprentice is given a pamphlet containing the office rules. Infractions of the rules and cases of carelessness and insubordination are made a matter of record. Verbal reprimands by craftsmen instructors are not permitted. Adverse reports in the form of letters of reprimand are sent to the offending employees, who are given opportunity to make statements in their own behalf. Adverse reports are also made in cases of errors which are manifestly due to carelessness or inattention. These reports are filed, and when the employee's efficiency record is compiled a deduction is made for each. Letters of commendation are given to apprentices for exceptionally meritorious work.

"For the information of all employees — apprentices, junior craftsmen, and craftsmen — a comprehensive list of technical terms and definitions peculiar to each trade is posted in a conspicuous place, and is accessible at all times. With these definitions, printed instructions are also provided relative to the performance of more intricate operations of each trade. Each apprentice is orally examined by his foreman as to his knowledge of such terms and definitions, and none is promoted who does not possess information to the extent of securing a passable rating.

"Apprentices are selected for appointment from lists of eligibles certified by the Bureau of Civil Service of the Philippine Government. In making selections, physical as well as educational qualifications are taken into consideration.

"Apprentices are rated on quantity of work; quality of work; aptitude and adaptability; habits, character, and conduct; and attendance and physical condition. Promotions from one class to another are made when the apprentice has qualified in all the specialties included in his current class. The recommendation of the foreman is accepted as proof of fitness, being based on daily observation of the quantity and quality of the work of each apprentice, which renders further examination unnecessary.

"The success which has attended the technical training of apprentices in the Bureau of Printing has demonstrated beyond peradventure that the application of *system* to vocational training will produce efficient workmen in *any* of the skilled trades."

Contributions.

The first apprentice to contribute to this subdepartment is J. Glenn Holman, of Findlay, Ohio, whose name should by this time be familiar to our apprentice readers. Glenn submits a one-thousand-word article on the apprentice question; an encomium of paper, and the following suggestion:

SUGGESTION FOR SCRIPT CASES.

Having no use for the logotype boxes ff and fi in the script cases, use them for the commas and periods having descenders, thus keeping them separate from the regular commas and periods and saving time hunting for them when they are needed.

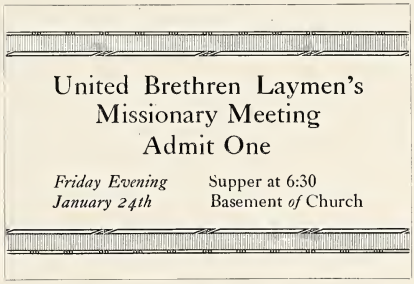
The contributed article referred to is a discussion of *facts* about the apprentice question. It appears this month in the Correspondence department of THE INLAND PRINTER. The encomium of paper will in some future issue be given a prominent position in a displayed form.

Surely this ought to be an incentive to other apprentices to submit articles and suggestions. J. Glenn Holman has started to make a name for himself, and you have the same opportunity to get your name before the public — grasp it!

Criticisms.

Specimens submitted this month are herewith acknowledged and briefly criticized in accordance with the scheme of this new subdepartment. Apprentices should remember that aside from being acknowledged in these columns all specimens are criticized in full by personal letters.

J. GLENN HOLMAN, with the A. B. Doerty Printery, Findlay, Ohio.— Congratulations on your excellent specimens. The "Trier"



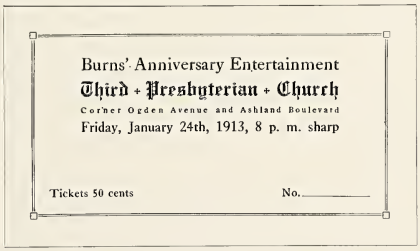
A pleasing ticket by J. Glenn Holman, Findlay, Ohio.

card could be improved were a little more white space allowed in the center. Your "Missionary Meeting" ticket we have reproduced herewith.

HARVEY J. RAY, with W. S. McAdoo & Co., St. Louis, Missouri.— Your specimens are very neat and pleasing. Avoid elaborate rulework — it detracts from the legibility of the type lines.

FRANK V. TAYLOR, Denver, Colorado.— We agree with you that letter-head No. 2 is an improvement. No. 1 seems rather too heavy and bold for the stationery of a clothing concern.

CHAS. SCHWOERER, with H. H. Hoffman & Co., Chicago, Illinois. — Your work admits of no suggestions or corrections. The "Burns' Anniversary" card we have reproduced herewith.



A ticket submitted by Chas. Schwoerer, Chicago, Illinois.

HUGH L. PLUNKETT, with the Bridgeport *Sunday Herald*, Bridgeport, Connecticut.— The ads. are, on the whole, very pleasing. Avoid as far as possible the use of condensed and extended type-faces in a design, as they do not harmonize in shape.

ROBERT L. HARTFORD, with the Blair Murdock Company, San Francisco, California.— The ticket design is quite pleasing. The proportion of the warm color — red — is rather large and we would suggest a shade and tint of a cold color — green, blue or violet.

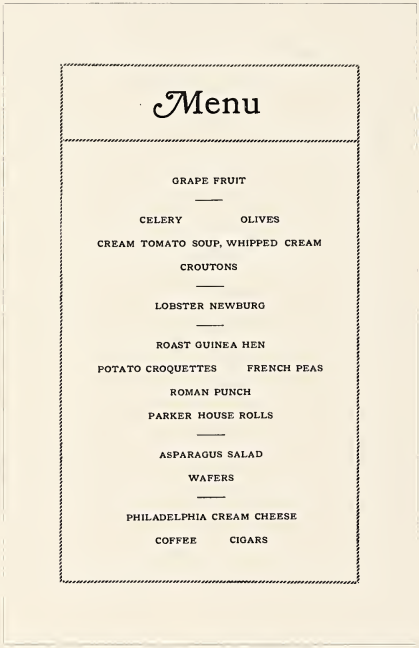
DAVID STEUERMAN, Brooklyn, New York.— Specimens are very good. Care should be taken to select contrasting type sizes so as to bring out the main lines prominently.

F. ALBERT MARSCHALL, student in the State Trade School, of Bridgeport, Connecticut.— The outing program could hardly be improved upon. It is an *artistic* piece of work.

ROBERT E. BURKE, with the Myers Printing Company, Pittsburgh, Pennsylvania.— Your specimens conform in every way to the principles of shape harmony, tone harmony, balance and simplicity.

OLIVER J. MOORE, with the Law Reporter Printing Company, Washington, D. C.— Your entry in the *British Printer* cover-page contest is excellent. We trust you will win a prize.

WILLIAM METZ, with Smith & Thomson, Brooklyn, New York.— The ticket is very neatly displayed. No suggestion to make.



Menu page by Reinhard F. Voelker, Williamsport, Pennsylvania.

REINHARD F. VOELKER, with Grit Publishing Company, Williamsport, Pennsylvania.— The menu in red and black is decidedly neat and pleasing. It is reproduced herewith.

CARL C. STURGES, with the Charter Oak *Times*, Charter Oak, Iowa.— The blotter is very interesting. Avoid spacing too widely between words.

The Denver Monthly Contest.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

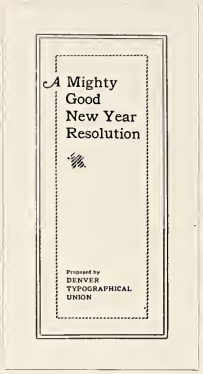
First Place — Frank Lindquist, with the Smith-Brooks Printing Company.

Second Place — Ray Frey, with the Carson Harper Printing Company.

Third Place — John Coursey, with the Carson Harper Printing Company.

Fourth Place — Norman P. Geyer, with the Smith-Brooks Printing Company.

For winning three times in the last year Frank Lindquist drew an additional prize of $10 given by the union.



First Place.
Frank Lindquist.



Second Place.
Ray Frey.

The first and second place entries are herewith reproduced. Originals were in two colors — black and red-orange.


CERTIFICATE OF EXCELLENCE

IN conformity with its custom of recognizing each month the best examples of typography presented by its contributors the Apprentice Printers' Technical Club of *The Inland Printer* awards this Certificate of Excellence as an attestation of the high quality of the specimens submitted by

_____ IN _____

The engraving shown here is a reproduction of the "Certificate of Excellence" which "The Inland Printer" gives each month to apprentices submitting the best typographical specimens of their own work. The certificates are 5 by 8 inches in size, printed in black, red and gold on Japan vellum. Each winner's name and the month of issue of the certificate is hand-lettered in all cases. This authoritative and tangible evidence of an apprentice's diligence and ability is intended to encourage a true spirit of emulation in good craftsmanship, and to be helpful to the recipients and a source of gratification to them in after years.

Certificates were issued to the following for the best specimens submitted for the month of January:

F. Albert Marschall, student, State Trade School, Bridgeport, Conn.

J. Glenn Holman, with the A. B. Doerty Printery, Findlay, Ohio.

Charles Schwoerer, with H. H. Hoffman & Co., Chicago.

EASILY PLEASED.

Gabe — "What is an optimist?"

Steve — "An optimist is a cross-eyed man who is thankful that he isn't bowlegged." — *Cincinnati Enquirer.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Lower-Case Words in Head-lines.

C. G. A., Chicago, asks: "What words are lower-cased in head-lines? What is the grammatical rule? Should captions be treated likewise?"

Answer.—All unimportant words, both in heads and captions. There is no established grammatical rule. People vary in their opinions of importance in words, so that practice varies greatly.

Any One, Not Anyone.

H. A. S., Philadelphia, asks: "Is anyone, as one word, correct? If so, why is it not given in the Standard Dictionary?"

Answer.—Any one is the proper form; the term is two words, not one, just like any man, any book, any anything. That, of course, is the reason why it is not in the Standard Dictionary or any other except the Webster's New International, where it is said to be commonly written as two words. Some people have written and do write anyone, someone, but why they do so is beyond a guess. No one ever wrote noone. No one who writes correctly will ever make any of these terms anything other than two separate words. Other errors of this kind are not uncommon. Many people seem to think it correct to write alright instead of all right, and Goold Brown insisted in his big grammar that instead was only an error for in stead. Americans always make forever one word, while many if not most British people make it for ever. Strange to relate, those who most strenuously prescribe oneself in place of the correct one's self are the etymologists, the very ones who should most strongly support the use of the proper form.

Proofreading on Job-work.

C. P. R., Philadelphia, writes: "I marked the resetting of some display-lines of a job, and the compositor who had set the job questioned my authority to do so. He said that some one had written to the editor of THE INLAND PRINTER for an opinion, and had been told that a proofreader only had authority to mark typographical errors, but could make suggestions to the compositors. He claims that the authority to have the compositor change the style of setting a job rests solely with the foreman. My idea is that a proofreader should always be a practical printer, with enough ability to know how to set a nice-looking job, and he should mark the changing of lines in a job if said changes would improve the looks of the job."

Answer.— This is a matter peculiarly dependent on local conditions. Speaking generally, the proofreader on job-work, with no explicit instruction except to read the proof, has no final authority beyond the mere correction of typographical errors. Matters of style in display, choice of type, etc., are subject to no authority save that of the foreman, who in turn must act on instructions from still higher authorities if they order anything special. A man on accepting a place as proofreader on job-work should make a special point of understanding at the start just what the foreman desires him to do. Under any circumstances the proofreader may suggest change of type, but he should make his suggestion to the foreman, not to the compositor. No matter how well fitted any one may be, those for whom the work is done may have other preferences, and these are necessarily to be followed. Authority to order changes of display may be given to the proofreader sometimes, but he should never assume such authority without explicit instructions.

Editorial Proofreaders.

Subordinate, Cleveland, Ohio, writes: "I am interested in your remarks in January issue about editorial proofreaders. Are there really any, and what sort of positions do they occupy. A magazine of good standing has this remarkable sentence: 'And to whom could I better make this expression? Than to you, my old friend, to whom I have always given . . . the circumstances affecting me for good or ill.' The same periodical has systematically spelled a well-known word clientéle. I'm reminded by this of a certain editorial proofreader who had final supervision of a mathematical work which, when offered for sale, was found to contain the word 'isoseles' all through its pages — not once given 'isosceles.' Another case is of a man who being asked about a certain flock of birds that had appeared in the neighborhood, on hearing a description said: 'Oh, you mean grackos!' 'Grackos,' said his questioner. 'How do you spell it?' 'Why g-r-a-c-c-h-o, of course.' These editorial beings had evidently never met the common grackle, either in print or afield. I did not enlighten them.

"A present-day monthly has 'a woman's water-proof,' steam-boats, steamships (one word), eye-lid, amid-ships — hopelessly antiquated. A recent heading in an influential daily paper reads: 'Bull-Moosers cast their anchor to the winds.' Sailors do this so often — some days they play ball with the anchor! A New York paper reports: 'In Bowling Green, at the height of the storm, navigation was full of peril for man and beast.' Perchance there are 'cubs' about. A bit of fervid description came to me in proof a week ago: 'He could delicately caress tone-perfumes from his violin.' Yes, we all love to caress a perfume. Farther on in this production the same violinist 'read music as quickly as the average man his newspaper'! Wonderful! — I would prefer staff-hieroglyphics to some newspapers.

"All these things (and hundreds worse) daily pass editors and proofreaders. Now I maintain there's no real

classification into 'editorial' readers and others. A few are sharp and well-posted — many are dull-witted. One man high on a dictionary staff habitually uses indispen*sible*. The person who read A. J. Beveridge's article in a noted weekly and let go in all its two million copies 'So, like Daniel Boone, he can go long bay himself,' instead of instantly making it 'along by himself,' is an editorial proofreader — they have no others. Even the office-boy scored on the high-brow when he pointed out in a lately published story that the heroine cast on a desert isle wades barefoot through the text, but is plentifully supplied by the artist with white canvas shoes.

"We all till the same plot. Some get down to subsoil, others scratch the surface. Credit the man with fewest weeds in his garden."

Comment.— Yes, proofreaders and editors are human. They are of three grades — good, bad, and indifferent. Some people would find no difficulty in recognizing a critical reader as an editorial reader, but the idea is not uncommon that a proofreader is simply one who makes the print read just like the copy. Editors have told me they would not allow any proofreader to do anything else.

Written for THE INLAND PRINTER.

THE SPECIOUS PLEA OF TENDENCY.

BY F. HORACE TEALL.

ONE of the commonest assertions about matters of form in language is that "the tendency" is toward some certain (or often uncertain) practice. In regard to punctuation we are told the tendency is to use as few points as possible. As to uniting words as compounds, almost everybody who likes to have the least trouble says there is a tendency toward rejection of hyphens. The same defense is offered for laxity as to capitals, and in other cases.

While we desire to protest against this lazy dependence on tendencies, in favor of a reasonable amount of action based on principle, the strongest objection to the common plea noted above must hinge on its speciousness. In most of these matters inclusive of much detail the assertion of tendency has an amount of truthfulness that goes far toward its justification. But that amount can never be a fixed quantity. It is fugitive, evanescent, changeable, sometimes taking one direction, sometimes another, but usually indeterminate, unprovable. It is the existence of common resort to such a plea that elicits this protest. Proofreaders need something more substantial for their support in making corrections, something authoritative, and the truly authoritative decisions are always based on principles.

One of the commonest tendencies of human nature is to conform to the line of least resistance; in other words, to act without thinking sufficiently. This is especially true in regard to such things as forms in language, and especially worthy of avoidance by proofreaders. It seems worth while to instance some results of lack of thought and of hasty conclusion.

Some time ago a letter was received by the writer from a man who objected to the word parenthesis as the name of the curved signs. He wrote: "I have always supposed that the words enclosed constitute the parenthesis, and that parentheses may be enclosed with curved lines or with dashes or commas, according to the writer's taste. In Webster's Dictionary the definition is practically as I have given it. I have no other dictionary by me, but I suspect that in this matter others agree with Webster." He was properly informed of the original sense, but failed to see that his dictionary gives the other sense also, which he could hardly miss if he began at the beginning in his reading, as the definition he did see is preceded by a figure 1, which indicates clearly that there must be a 2. Every dictionary contains the other definition. Parenthesis originally meant the words, and so also did comma and colon. He might just as well try to restrict any one of these words to the rhetorical or prosodical meaning as to combat the other use of parenthesis. This is one of the cases where universal usage has established a word so that it can not be disestablished.

Proofreaders need, as much as any one, not to assume that they have full knowledge of anything when they have learned only half of it.

Here is another example of unsupported dogmatism, not from a proofreader, but expressed by an editor, who evidently thought he knew such matters. It was an answer to a letter to the editor, printed in 1890. "Tireless is not to be found in any good dictionary, because it is not a proper word to use. It is about as grossly improper a word as ignorance or carelessness ever coined, and should have no place in the speech or writings of those who profess to use the English language." This reveals an old tendency, now outlived, or nearly so. Up to the time of its writing almost nobody would admit that a word could be good if it was not in the dictionary. For some reason, tireless was not in any good dictionary until after 1890, making its first dictionary appearance in the Century Dictionary in 1891. Nevertheless, tireless had been in good use long before that, and is as good a word as ceaseless or exhaustless, against which even that editor would probably never have said anything.

One dictionary has utterly reversed the policy shown in former editions in its treatment of compound words, alleging that for a long time usage has favored the omission of hyphens as far as possible. Since that reversal another revision has been made, producing practically a complete new work — and beyond question an excellent one in every respect except that it leaves the writing of compound words in utter confusion. Its makers refused to admit hyphens with any approach to system, on the plea that they did not wish to reverse their policy! Such reversal would have been merely a return to good policy from which they had been foolishly persuaded to depart, but a reason which had not then been a sufficient restraint was powerful enough this time.

Now, it is not a matter of positive knowledge, but it may easily be true, as heard, that the first reversal of policy was made at the solicitation of the printers of the dictionary, who are also large publishers. Whether that was so or not, those publishers do not conform to that dictionary in their own books. In fact, it is simply impossible to learn in full the forms preferred in the dictionary, and the only way for a proofreader to follow it always would involve his looking up every doubtful term every time, for he can not work analogically without conflicting with the dictionary. For instance, when he finds that story-writer is given with a hyphen, would he not naturally have letter-writer hyphened also? If he does use a hyphen in one because it is in the other, he does not follow the dictionary, because it has story-writer and letter writer; and this unreasonable difference is only one of many like it.

The one tendency of usage that can be proved as to compounding is now, and always has been, lack of system. Every dictionary ever made, except the one spoken

of above, shows use of the hyphen, in varying degrees of system, and books have always shown confusion, just as they do now. Extended and close study has convinced the present writer that attainment of any degree of comfortable agreement can be had only through a considerable systematic use of hyphens.

System based on principle, regardless of tendencies, is the only means of such attainment in any matter of language form.

Written for THE INLAND PRINTER.

THE USE OF CAPITALS.

BY W. P. ROOT.

IN ordinary typography there is no feature in which is seen a greater variety of taste than in the use of capital letters. I use here the word "taste" in an accommodated sense, for I really mean a lack of it. I was reminded of this to-day when called on to look over the manuscript of a one-page advertisement for a firm in Detroit. The firm wanted us to follow copy very closely, and so I felt that I had no right to make any suggestions. The writer of the advertisement is one of a type I have long had in mind when contemplating this article. He evidently had no more idea of the right use of capitals than many other writers of advertisements, and that is — nothing at all. They were used for nearly every word on the sheet, including such small words as "for," "from" and "its." In short, they were so numerous that they had no more effect separately than one firecracker in the midst of a hundred bunches burned at once. Each one defeated the object of the other.

I admit that the use of capitals in display matter is not the same as in common reading-matter; but good taste here is fully as desirable as in any other matter. A capital for every word in praise of a machine indicates nothing to an uneducated reader, and nothing but stupidity if he is educated. It reminds us of a speaker who howls out every word as loudly as he can for emphasis, thus losing the object sought. Or it is like an artist who would paint entirely with glaring colors and leave out the restful shades. Or it is like a piece of music played forte all the way through, as is too often the case.

No definite rules can be laid down for capitals in advertisements; but where much descriptive matter is used, ordinary capitalization is best. In the description of machinery, for instance, we often see every part of it capitalized, thus wearying the eye as well as the mind. For instance, "The Axles, Tires and Wheels of this Automobile are of the Latest Pattern." This certainly is poor taste, and would prejudice me against the machine. But if these words are in large display lines, of course the case is different.

The general use of a capital is to distinguish between the specific and the general. In fact, a small letter is often more expressive than a capital. If I say, "Mr. Turner is a smith," it means more than to say he is simply called Smith.

Some writers use capitals profusely. I have a book before me entitled "The Reign of Law," by the Duke of Argyle, a very learned man in his way; but his book is much disfigured by the capitalization of nearly every noun in it, thus causing the reader to look for some special or secondary meaning in the word. It is tedious beyond description, and nearly destroys what would otherwise be to me one of the most interesting books I ever read. I did read it, but it was like crawling through a barbed-wire fence with a shotgun.

Horace Greeley always wanted large and startling numbers spelled out and capitalized; as, "It cost the government Twenty-seven Million dollars to replace the loss." A capital idea, truly!

Another abominable use of capitals is based on the idea that God is honored by their use in all pronouns referring to him (not Him). Hymn-books are frequently disfigured in this way. Such display of capitals is as useless and absurd as to print with small capitals all pronouns referring to the Devil. In this matter, at least, the Bible should be followed.

Before me is a copy of Conybeare and Howson's "Life of St. Paul" — one of the greatest productions of the human mind. On page 260 I read, "Possibly one reason why our Blessed Lord Himself," etc. Here is another instance where the Lord is crucified between two capital offenders; for how much better it would look to see the title printed "blessed Lord himself!" In the same book the word "divine" is always capitalized, and yet no reason can be assigned except that it comes from "Deus," a god or God. So does "theology," but it is not capitalized on that account. Aside from typographical considerations, the superstition displayed in such matters is what is so offensive.

THE MODERN SHORT SENTENCE.

The passing of the period, in sentence construction, such as our ancestors knew it, is not cause for unmixed satisfaction. An impatience that can not tolerate a period of more than twenty words, or of more than two clauses, is not an impatience to be humored. The present mode of cutting up one's written discourse into snippets, or verbless interjections, makes in reality hard reading and produces an unsightly page. In a recent piece of writing by an author of repute occurs one sentence of only ten words with three full-stops, two of which might much better have been commas. The mail has just brought to us an anonymous communication in the form of a copy of our sentence beginning at the bottom of the first column of page 40 of our last issue, with a parenthesized exclamation-point added, presumably in protest at the length of the sentence. Yet it contains only forty-five words. We have this moment, at the very first page turned up in opening Ruskin, chanced on a sentence of one hundred and seven words — which is short for Ruskin. (The sentence is the second in the third chapter of "The Seven Lamps of Architecture.") It is true our own sentence contains a double involution, a relative clause within a relative clause; but who with any head at all on his shoulders need get lost in so unintricate a maze? After ten minutes' reading of Macaulay or Gibbon the offending passage might almost strike one as curt. Scott and Dickens and Thackeray, not to mention Meredith and Henry James, do not hesitate to pack into a single sentence all that it can comfortably carry. But those of us who can not stand the strain of sentences more than ten words long can always go back to our primer and enjoy the brevity and lucidity of its style. "See the cat. The cat has caught a mouse. The cat will eat the mouse. Poor mouse!" — *The Dial.*

A NEBRASKA NUANCE.

The man wore only a pair of trousers, an undershirt, and a pair of socks. He did not wear hose.— *St. Louis Times.*

Written for THE INLAND PRINTER.

COLLECTING BILLS FOR PRINTING.

BY EM DASH.

MANY who have not had experience may be astounded at the promulgation of the fact that the life of a collector of printing bills is not entirely strewn with roses or surrounded by flower-gardens. The writer has had an experience of almost fifteen years at this business, and in all this time has never so far lost his temper to such an extent that he was obliged to resort to violence; yet he has met with conditions that would almost drive one to an asylum for the insane. It is a business that teaches the art of reading character.

We contend that there are people who take a special delight in postponing the payment of printing bills for no other reason than to see that the collector earns his salary — not because they have not the means to pay promptly. We have particularly studied this matter, and have positively arrived at this conclusion.

The writer's experience as a collector of printing bills — book, job and newspaper — has been entirely confined to a seashore resort which is composed largely of itinerants — here to-day and away to-morrow. Many come here for the purpose of only remaining for the summer. They want printing, and want it quick. They load up with a large quantity of stationery with the promise of paying their bills the first week in August. This month arrives and in many cases the season has not been a success, and in "the wee sma' hours" they leave the town with the unpaid printers' bills behind.

The instalment collector and the life-insurance man have some redress in such cases. The law provides that the former can remove his goods in case of nonpayment; the latter does not care so much for nonpayment of policies as it often means big profits to the company when lapses are recorded. But with the poor printer it is different. He turns out a large order for a hotel or business firm, and if he does not get his money that ends it. The goods are of no use to him, and he is an absolute loser.

Often the printer, from real necessity, is obliged to send "dunning" letters to his patrons. This is not a pleasant task in many cases, for it frequently occurs that among those who receive them are some of his personal friends. However, this is not generally done until all other legitimate means have been completely exhausted. The art of dunning a delinquent customer requires a great deal of genuine diplomacy on the part of the dunner. As every business printer knows, outstanding bills are a great worry to the printer of to-day, just as they have been in the past, but nowadays one does not have to chase his debtor, for a letter, properly executed, will quite frequently bring the desired result. You must not start off in a crude way by giving your patron to understand that he must pay up, but begin in a good-natured way, giving him the impression that he is receiving a nice sociable note. Then gradually you should come to the point, and tell him that it is time he was paying his printing bill, and that he must come to terms at once or you will have to use unpleasant means. The diplomatic "dunner" never leaves an unpleasant taste in the mouth, but concludes by saying that he knows this will not be necessary, that he still cherishes the opinion that Jones is the same good fellow he always was, and that he knows it was only through a little oversight that the bill had not been paid long ago.

Naturally when the recipient of such a letter gets through reading it he will invariably say, "He means business, and he's not such a bad sort of a fellow after all," and will immediately sign a check.

But of course these tactics, though they would bring results in many cases, would not serve to wake up every delinquent. Therefore the head of the correspondence department of the firm must be a man who has the faculty of reading human nature and knows how to handle the men the firm is dealing with.

It is policy in most cases for the printer to leave bills unpaid for a time, but discretion should be used in this matter. Many people become annoyed if you insist on having a collector call too frequently, while others are better satisfied when they can pay their bills as soon as they are presented.

It requires years of careful study for the average business-inclined printer to hand out that treatment which pleases every patron of his house. Once a patron is offended by excessive dunning for the payment of a bill, he immediately looks about for a new printer — and his work is done elsewhere in the future. It requires much time and experience to ascertain these classes.

In conclusion we repeat that the life of a collector of printing bills is not all sunshine, and no end of diplomacy must be adhered to in order to please everybody.



One of the Farm Products that the United States Government Is Spending Millions of Dollars to Develop.

PROGRAMS

A few Ideas



Commencement Exercises

Thursday Evening, May 12, 1913

At eight o'clock

PROGRAM

Invocation	Rev. John Brown
Oration, "Abraham Lincoln"	Harriet Hanson
Piano Solo, "Spring Song," Mendelssohn	May Iler
Recitation, "A Man Without a Country"	John Howard
Recitation, "Buying a Railroad Ticket"	Fred Thomas
Oration, "Benjamin Franklin"	George Meyers
Vocal Solo, (a) "The Spring Has Come" (b) "Years at the Spring"	Miss Newmann
Address, "Education in Business"	Dr. William Hay
Oration, "The Cost of the Truth"	Florence Young
Presentation of Diplomas	David T. Smith
Benediction	Rev. H. W. Flinn



Program

1 VIOLIN SOLO. "Minuet" *Beethoven*
A. J. ALVORD

2 SOLO. "Song that Reached My Heart"
MISS STELLA SHAW

3 MONOLOGUE. "Orthela"
MR. ED. S. THOMPSON

4 READING. "An Old Sweetheart"
MISS DORA SUSS

5 PIANO SOLO. "Harp Etude" *Liszt*
MR. CECIL BERRYMAN

6 MONOLOGUE *Abner Kaiman*
MR. W. ANDREWS

7 SOLO. "A Perfect Day"
MISS ALLENE EARCON

8 VIOLIN. "Melodies" *Sarasate*
MR. N. JOHNSON

Sacred Concert

Given by Members of the

New Methodist Church

Sunday, May 15, 1913

Program

Organ Prelude—Romance — Zitterbart
Anthem—Come, Let Us Worship — Haydn
Solo—Palm Branches — Faure
Mrs. Martin

Scripture Reading and Prayer

Anthem—Praise Ye Jehovah — Kirk
Solo—Callest Thou Thus, O Master — Lang
Male Quartet — Selected
Messrs. Wilson, Brown, Sharp and Robinson

Anthem—Ten Times Ten Thousand — Clyde
Ladies' Trio—Rock of Ages — Swing
Misses Hellerman, Smith and Dawson

Anthem—Give Unto the Lord — Heyser
Offertory—Traumerei — Schumann
Solo—Sometimes a Light Surprises — Drake
Miss Brown

Anthem—I Will Arise — Perkins
Solo—The Lord Is My Light — Miller
Mrs. Worthington

Hymn No. 164 — Congregation

PROGRAM

Les Dames de Seville — Meyers
Miss Jones, Mrs. White

Lift Thine Eyes (from Elijah) — Mendelssohn
Mrs. Kopp, Mrs. Chance, Mrs. Rath

Ballade 11, (A Major) — Giese
Mrs. Kane

Allegro Brillante, Op. 19 — W. Waters
Miss Johnson
Accompanist Mrs. Helen Young-Brockway

For All Eternity — Smith
Mrs. Temple
Violin Obbligato, Mr. Harrry Wadsworth
Accompanist, Mrs. Beatrice Wittbold

Papillons — Kohn
Mrs. Rigensberg

Forget Me Not — Gilbert
Mrs. Chance — Mrs. Rath
Mr. Cook — Mr. Howard
Accompanist, Mrs. Johnson

Overture to William Tell — Rossini
Mrs. Thompson — Mrs. Walker

Program of the Annual Concert

Given by the ***Mendelssohn Quartette***

COLUMBIA HALL, SATURDAY EVE., MARCH EIGHT

PART I

1 Male Quartette — My Cavalier *Feist-Smith*

2 Baritone Solo — Toreador Song, from "Carmen" *Bizet*
MR. BRYAN

3 Saxophone Sextette — Sextette from "Lucia di Lammermoor" *Donizetti-Shattuck*

4 Soprano Solo — (*a*) To the Sunshine *Schumann*
(*b*) Oh, Thou Art Like a Flower *Liszt*
(*c*) Love the Peddler *German*
MISS SPARROW

5 Male Quartette — (*a*) Tell Her I Love Her So *Parks*
(*b*) Settin' by the Fire *Parks*
(*c*) Just Smile *Parks*

PART II

6 Duet — A Canadian Boat Song *H. H. Beach*
MR. SHARP and MR. DOOLITTLE

7 Soprano Solo — Flower Song, from "Faust" *Gounod*
MISS SINGLETON

8 Male Quartette — (*a*) The Jolly Four *Kratz*
(*b*) Simple Simon *Leslie*

9 Bass Solo — I'm a Roamer, from "Son and Stranger" *Mendelssohn*
MR. GRAFT



I Want to Hear Thy Gentle Voice — *Moore*
MR. GRIFFIN

The Happy Sunshine — *Tanzer*
MR. SMITH

Down by the Brook — *Ludwig*
MISS JONES

Southern California — *Barker*
MR. BURKHARDT

I Shall Never Forget the Day — *Burke*
MR. SAUNDERS

Down the Hudson by Moonlight — *Lyle*
MR. CARPENTER

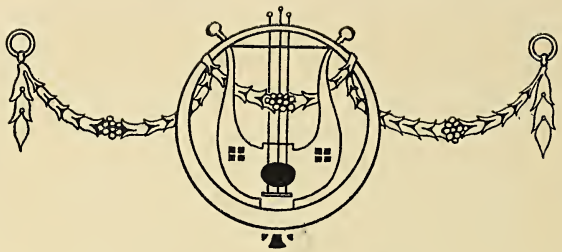
I Have Seen the Roses Fall — *Sell*
MR. ROSS

Speak to Me, Love; to Me Speak — *Porter*
MR. HARDING

When We Meet in the Springtime — *Roy*
MR. RITTER

Meet Me at the Garden Gate — *Stuart*
MR. BAXTER

One Big Roar of Laughter — *Rankin*
MR. GREY and MR. KEEFE



PROGRAM

OF THE SECOND CONCERT OF THE SYMPHONY CLUB TO BE GIVEN AT THE SHERMAN HOUSE, SATURDAY EVENING, NOVEMBER EIGHT, NINETEEN TWELVE

1 (a) Spanish Serenade, "La Paloma" — *Yradier*
(b) Waltz Intermezzo, "Hearts Aflame" — *Arnoldt*
ORCHESTRA

2 Solo (a) "When the Heart is Young" — *Buck*
(b) "Boat Song" — *Ware*
MRS. HARPER

3 Reading, "The Lady of Shalott" — *Tennyson*
MISS WRIGHT

4 Piano Solo, "Hark, Hark, The Lark" — *Schubert-Lisz*
MISS STONE

5 Two Violins, "Melody in F" — *Rubinstein*
MRS. GRAY AND MR. BRUIN

6 Clarinet Solo, "Bohemian Girl" — *Balfe*
MR. JOHN JACKSON

7 Vocal Duet, "Flow Gently, Deva" — *Parry*
MRS. PERRY AND MR. LONG

8 Monologue, "Over the Coffee Cups" — *Marjorie Benton Cook*
MISS LITTLE

9 Solo (a) "Springtide" — *Becker*
(b) "Irish Folk Song" — *Foote*
MRS. MORROW

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Frequently the printer, in his desire to depart from the beaten path and bring about a change in the appearance of his work, will display a page in the manner shown in Fig. 1, a reproduction of the cover-page of a booklet. On an electric sign in front of a store where space does not permit of large letters being arranged side by side, this sort of display is of course permissible. It is even desirable for the printer to use this form in rare cases, as for instance, the printing of a narrow badge. But to arrange words in this manner merely for the sake of a change, when there is sufficient room to place the letters in their proper relative positions, is not advisable.

Too much of our thought and attention is given to attempts to produce something original. And to a certain extent this is commendable. To be content to go on doing the same thing forever is not desirable, and yet it is better to do a good thing which has been done before than to do a new thing which is not good. And this form of type display is not good — neither is it original.

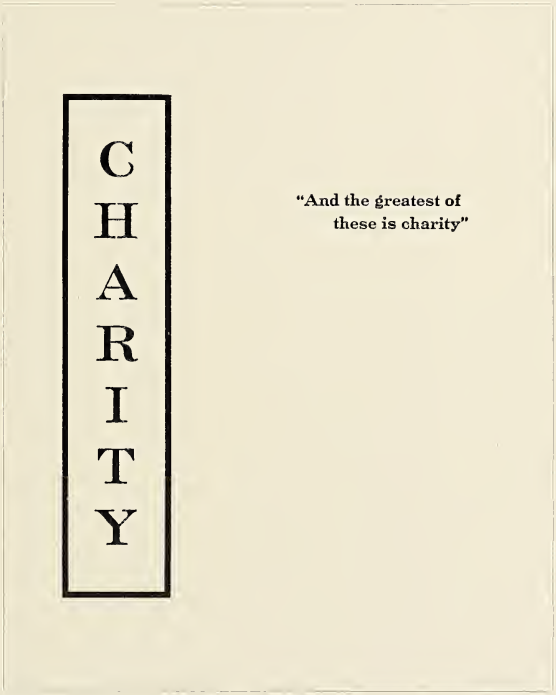


FIG. 1.— Although this arrangement may give variety to a page, the placing of letters in this manner gives neither legibility nor good design.

From the standpoint of readability or legibility it is not

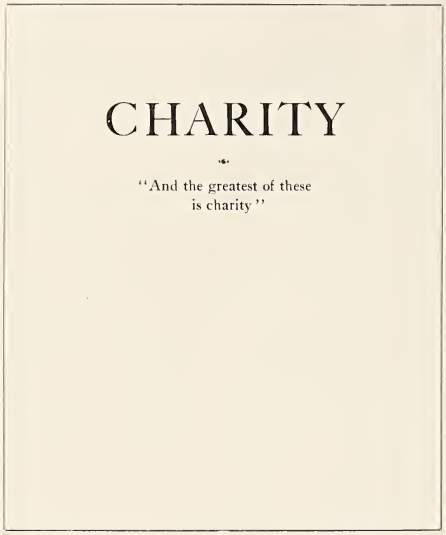


Fig. 2.

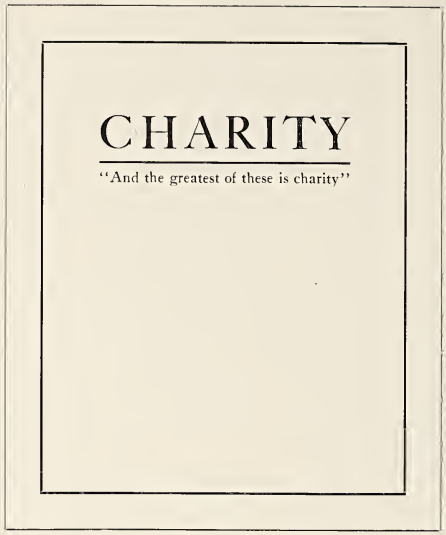


Fig. 3.

Resettings of the page shown in Fig. 1, indicating that variety may be secured in the most simple and plain arrangements. See also Figs. 4 and 5.

desirable. The roman letters were not designed to be used in this manner. They offer the most pleasing form and color when arranged in a running horizontal band rather than a vertical one, and the normal eye is so accustomed to viewing them in this manner that a vertical arrangement is not read at a glance, but must be studied out as is a monogram.

Although an arrangement of this character does not add to the appearance of the page it does make considerable more work. Instead of the word "Charity" requiring one justification, in a comparatively wide measure, seven justifications, one for each letter, are necessary, and in a narrow measure.

The examples shown in Figs. 2, 3, 4 and 5 indicate that variety in type-design can be gained without resorting to difficult and expensive arrangements. These suggestions are of the most simple nature, the idea being to illustrate some of the possibilities of the plainest sort of composition. In Fig. 2 we have the lines set in the easiest possible manner — simply centered in the measure. Another arrangement, with the text matter in two lines of equal length separated by a rule, and with a plain-rule border, is shown in Fig. 3. Still another arrangement, set in italic and with unequal margins, gives an individuality to Fig. 4; while a slightly more elaborate suggestion, with a decorative border, is shown in Fig. 5. Any one of these suggestions could be carried out in but a fraction of the time that would be consumed in the setting of the original shown in Fig. 1.

* * *

Brass rule is an essential in the modern print-shop — we would have a difficult time in getting along without it. Properly used, it may be termed the logical decorative material for our jobwork. Its use, however, is not unattended by considerable difficulty, except in cases in which the work is electrotyped, and composition consisting largely of rulework is perhaps the most costly kind, not only because of the amount of time consumed in getting it

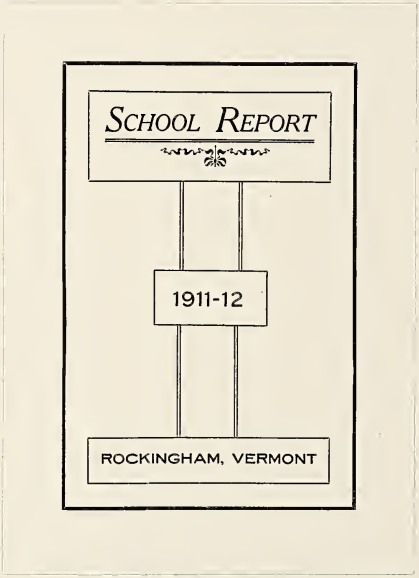


Fig. 6.— A large amount of rulework makes costly composition and requires more time for make-ready. Also it frequently complicates the design and destroys the readability of the page. Compare with Fig. 7.

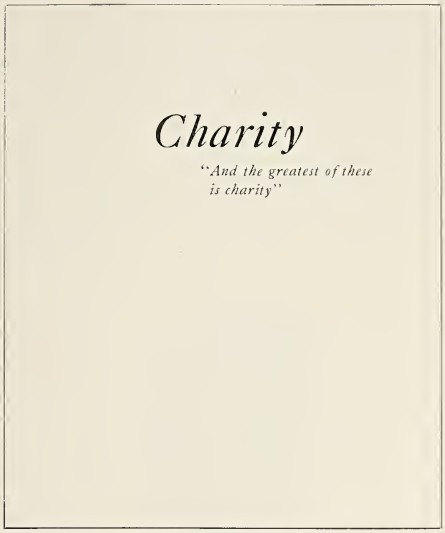


Fig. 4.

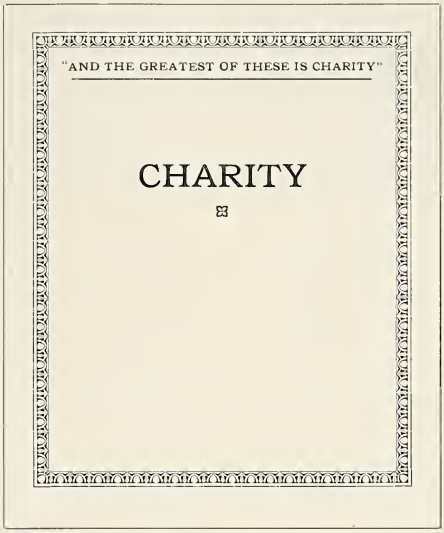


Fig. 5.

Additional resettings of the page shown in Fig. 1. These also indicate variety of design without undue elaboration.

together, but because of the trouble usually experienced in making it ready on the press.

For this reason the compositor should make sure, before deciding on an elaborate panel design, that the results will warrant the additional expenditure of time.

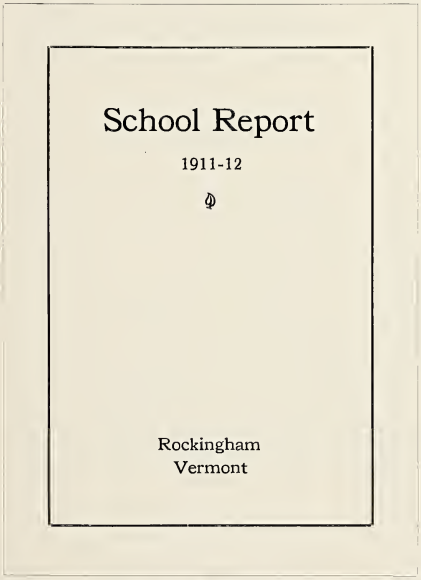


Fig. 7.— A simple design of this nature costs less to set, takes less time to make ready on the press, and is more easily read and effective than the arrangement shown in Fig. 6.

As a usual thing rulework should be confined to simple designs, except possibly where the work is electrotyped. It is difficult for the pressman to bring up the corners and make perfect joints in a single-rule panel, either inside or around a design, but a series of panels within panels almost invariably results in unsightly openings at the corners, especially where all of the material is not absolutely new. And to put this burden of extra work upon the job not only increases the cost of composition but that of make-ready as well. Take, for example, the page shown in Fig. 6. Here we have three small panels within a large one, to say nothing of the rules which connect them. Unless this job were plated, open corners would almost certainly show, and in the original of this illustration these open corners spoiled the mechanical appearance of the work. And nothing was gained as far as its artistic appearance was concerned. The arrangement of panels does not represent anything symbolic of the text — and without the excuse of appropriateness they are hardly called for.

Panel designs are hard and uncompromising — they give, by their very definiteness, little leeway in handling the matter placed within them. Take, for example, the line "School Report" in the upper part of the page in question. Without the surrounding rules, the line, set in two sizes of italic capitals, would be quite satisfactory, but immediately the rules are placed around the line the difference in margins at sides and ends becomes apparent, and one feels that in order to secure the best results in the panel roman capitals of one size would be preferable — their regularity of line would at least conform more closely to the definite lines made by the rules.

If panels are to be used, however, they should harmonize more in shape than do those in the page shown in Fig. 6. The upper and center panels are of approximately the same shape, the latter being smaller both horizontally and

vertically; but the lower panel, being long and narrow, is of an odd shape as compared to the others.

As an illustration of the value of a simple design as compared to the panel arrangement, we show, in Fig. 7, a resetting of the page in question, eliminating all of the rules with the exception of the outer one. This results in a page which can be set in much less time than the original, for "building the little fences around the lines" does run up the cost of composition, and in addition to this the simple arrangement gives a form which can be more



FIG. 8.—The use of borders of this character in the place of rules will do away with the unsightly open corners caused by poor joints.

easily made ready by the pressman. There are in this arrangement but four possibilities for poor rule joints, while in the original there are no less than twenty-four.

While it is of course understood that nothing can take the place of plain rule in much of our work, there are now at the printer's disposal many forms of small decorative borders which will in many cases answer as well as rules for panelwork, and will do away with the troubles caused by the poor rule joints. A number of these borders are shown in Fig. 8, and a carefully selected assortment of borders of this character, to be used instead of brass rules, will do away with much make-ready trouble.

HE CONVINCED HIMSELF.

W. E. Blackburn, formerly editor of the Anthony *Republican*, one of the best-known newspaper men in Kansas, has turned farmer. He has become so interested in scientific farming that he has bought eighty acres near Anthony and will move upon it.

This is truly a logical manner in which to put a practical peroration to a notable journalistic career. As Kansas is one of the world's notable agricultural regions, a Kansas newspaper man's chief topic is farming. From the rolling diapasons extolling Kansas agriculture as promulgated by Secretary Coburn down through the journalistic ranks to the humblest tweedle-dees of the paragraphic fillers, the orthodox tune of Kansas journalism extols the short-cut from the plow furrow to opulence.

We are therefore not surprised at Editor Blackburn's turning farmer. Like all other Kansas editors he has proven over and over again that of all the remunerative, easily managed, most beneficent of beloved cinches, the Kansas farmer has a rosined-hand and a tail-hold on prosperity.

Very likely Editor Blackburn's conversion to retire from the hurly-burly irksomeness of editing to the comparative ease of the tiller of the soil has come about in the manner of the man who went to see the whale.

It used to be told at Harvard college that one noon when students crowded one of the restaurants at the Square, a man rushed in, and noting that every seat was taken, shouted: "A big whale has just come in from the ocean, started up the Charles river and is stuck under Harvard bridge."

Instantly the man was able to select a place at the table which suited him best. The students rushed out. Soon the waiters, one by one disappeared, the cooks from the kitchen came hotfooting out, and even the cashier and manager left in haste. The originator of the excitement sat quietly eating his meal, so it was some time before he noted that the restaurant was completely empty except for himself, and that people were running past the windows in a veritable panic.

"By golly," said the lone diner as the excitement grew stronger. "I believe there is a whale down there."

Throwing down his napkin and grabbing his hat, he also joined the stampede.— *W. E., in Herbert's Weekly, Hiawatha, Kan.*



OPPORTUNITY.

Some say that Opportunity
Knocks but once and goes away.
Yet others claim that still again
It comes and haunts the lives of men.
It all depends on what one may
Consider Opportunity.
But I know well, if others guess,
This angel is the Printing-press;
For printers' ink, if wisely used,
Success must win. Though oft refused,
Its agents pound upon the door,
And, oh, my goodness, what a roar
Goes up from these contending wights
When some one seizes on their rights
By simply hinting that their figures
Reveal a woodpile full of niggers.
The reader's pardon, we digress;
The subject was the printing-press.
I think 'twas Archimedes who
First used what we know as the screw,
And, satisfied with his invention,
Was graciously disposed to mention
That if some one who sells supplies
Would make some extra lengthy pries
Or levers stout, with such a probe,
If long enough, he'd move the globe.
Of course, this philosophic stuff
We know to-day is true enough.
But we should worry — what's the use —
When just to-day there's lying loose
Around each print-shop ammunition
To boost the world to what position
May suit the minds that have the pep;
But they must get the printers "hep."

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

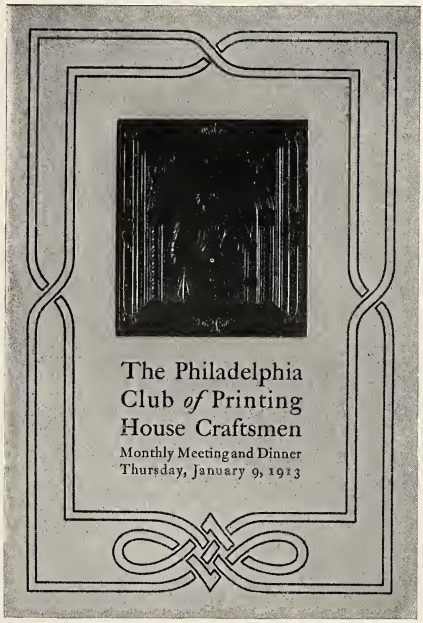
ALFRED J. AMY, Winnipeg, Manitoba.— The menu is nicely arranged, although the presswork is not satisfactory.

AL. S. CAIN, Provo, Utah.— The menu is nicely gotten up, the cover-page being very attractive both in design and color.

J. CECIL MILLER, Wilmington, Delaware.— The package label is very nicely arranged, and calls for no criticism whatever.

THE Diamond Press, New York city.— The folder, "Ragtime or Classic," is a very clever conception and is well gotten up.

FROM the Beck Engraving Company, Philadelphia, we have received a copy of an interesting menu and program gotten out for The Philadelphia Club of Printing House Craftsmen. We show herewith a



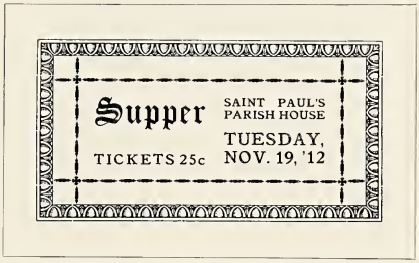
Title-page by the Beck Engraving Company, Philadelphia. The panel is a copper shell tipped on the back of a cut-out sheet.

reproduction of one of the pages. The panel is a copper shell, tipped on the back of a cut-out sheet.

FROM the Cocks-Clark Engraving Company, Denver, Colorado, we have received a copy of an attractive booklet showing calendar designs for the various months of the year. The designs are in two colors and are very appropriate and pleasing.

ALVIN E. MOWREY, Franklin, Pennsylvania.— All of the specimens are good, the calendar for January being especially well gotten up.

FROM E. S. Barbee, Steubenville, Ohio, we have received a number of ticket specimens. Although they show a rather lavish use of borders,



An interesting ticket arrangement by E. S. Barbee, Steubenville, Ohio.

they are interesting in arrangement, and pleasing. We show herewith a reproduction of one of them.

NEMEYER ADVERTISING CREATORS, Wheeling, West Virginia.— The calendar blotters are very clever and should prove good advertising.

A PACKAGE of commercial specimens from The Oak Press, Rochelle, Illinois, contains neat and tasty designs, and attractive color combinations.

B. B. BOYD, Fort Smith, Arkansas.— The use of the roman type, with plain rules for decorative effects, is very pleasing, especially on the programs.

GEO. HAMILTON, Rotherham, England.— The testimonial is nicely gotten up, both the typographical arrangement and the color combination being pleasing.

J. B. KENDALL, Dodgeville, Wisconsin.— Both the letter-head and envelope are very attractive in design, and the colors used are thoroughly harmonious.

THE Hepner Press, New York city.— The blotter is an exceptionally attractive piece of work, although the poor rule joints detract somewhat from its appearance.

THE Christmas number of the *Star of Hope*, published biweekly by the inmates of Sing Sing prison, Ossining, New York, is attractively arranged and well printed.

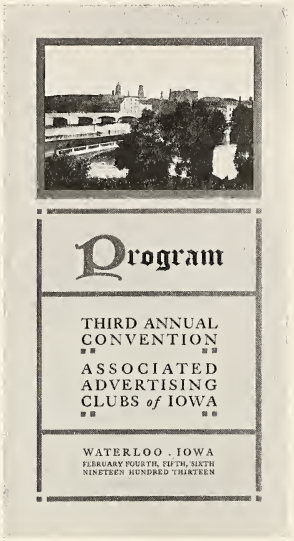
THE Green-Raley-Lucas Press, Baltimore, Maryland.— The folder is gotten up in an attractive manner, both the arrangement and the color combination being very satisfactory.

COMMERCIAL stationery examples from The Art Press, Calgary, Alberta, are very nicely gotten up, a special feature being the excellent embossing on some of the work.

COMMERCIAL ART PRESS, Monmouth, Illinois.— The title-page of the Knights of Columbus program would be improved by gathering the text matter into a smaller number of groups. A simple arrangement —

one in which there are few groups or forces of attraction — is nearly always preferable to a design which contains a large number of separate spots.

HEREWITH is reproduced the title-page of the program of the third annual convention of the Associated Advertising Clubs of Iowa. The original is printed in light brown and dark brown on brown stock,



An attractive title-page by the Stewart-Simmons Press, Waterloo, Iowa.

with the illustrations tipped on. It bears the imprint of the Stewart-Simmons Press, Waterloo, Iowa.

A FOLDER from the John T. Palmer Company, Philadelphia, is attractively gotten up in two tones of brown and a blue tint on india-tint stock, and is exceptionally good.

GEORGE BRAMISH, Denver, Colorado.— The specimens are well arranged and offer little opportunity for criticism. The dedication page is an especially pleasing piece of work.



Telephone-card by Chris. M. Vaeth, Utica, New York.

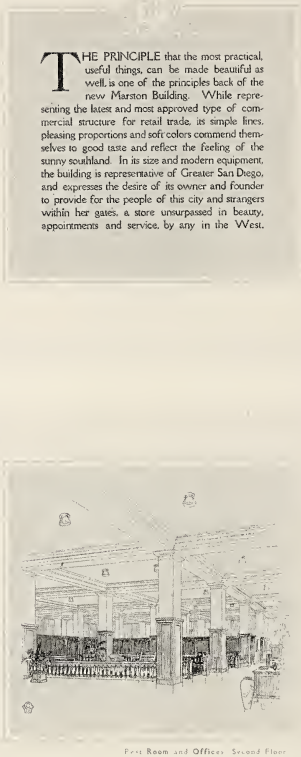
CHRIS. M. VAETH, Utica, New York.— The work is all well handled, the telephone card being an especially pleasing design. We show a reproduction of it.

H. L. BLOMQUIST, Toledo, Ohio.— All of the specimens are good, the tint-block effect on the cover of the booklet for The Toledo Conservatory of Music being especially effective.

FROM Benjamin Sherbow, New York, we have received a copy of the St. Nicholas Almanac. It is an interesting arrangement of a large amount of copy, and is a pleasing piece of work.

HUGH H. BURNETT, Pawhuska, Oklahoma.— While all of the work is excellent, we would especially compliment you upon the letter-head designs. They are among the best that we have seen.

IN a package of high-grade printed matter from the Denrich Press, Chula Vista, California, perhaps the most striking piece of work is a booklet, entitled "Ramona's Marriage Place," by Edwin H. Clough, with illustrations and decorations by Virginia Goodrich. The booklet



Two pages from a booklet by the Denrich Press, Chula Vista, California.

is handsomely gotten up, and is in thorough keeping with the high standard of Deurich Press products. Another excellent piece of work is a booklet announcing the opening of the Marston store, printed in black and brown on a buff-tinted background. We show herewith reproductions of some of the pages.

IN an attractive circular, printed in gray and orange on gray stock, announcement is made that the Printing Arts Company has succeeded the Hoover-Watson Printing Company, of Indianapolis.

THE recent catalogue of the Massey-Harris Company, Ltd., Toronto, Canada, shows a marked improvement over its predecessors. With an attractive cover, lithographed in colors, and numerous good half-tone

illustrations, it is a very satisfactory piece of work. A little more care in regard to details, such as spacing around initial letters, etc., would result in still greater improvement.

JOSEPH H. STACE, Milwaukee, Wisconsin.— The letter-head in gray on gray stock is very pleasing in color, and the arrangement of the matter at the side gives each item an advertising value.

IN a package of recent specimens from R. J. McAnally, Omaha, Nebraska, perhaps the most striking is a poster or wall card for the People's Church, a reproduction of which we show herewith. With



A striking poster by R. J. McAnally, Omaha, Nebraska.

the rules in red and the type and border in black, on white stock, the effect is unusually effective.

THE menu of a recent noonday luncheon of the Nashville Typothetæ is a unique piece of work. It is nicely printed on heavy brown stock and bound in a red-bordered napkin, giving an unusual effect.

WE show herewith a reproduction of a monthly calendar taken from a package of specimens from F. G. McConkey, Buffalo, New York. The original is printed in black, purple and green, on white stock.

CLYDE A. MEACHAM, Ontario, California.— The specimens are very satisfactory, although we think that the title-page of the dedication program would be more pleasing if but one series of type were used.



The monthly calendar of F. C. McConkey, Buffalo, New York.

FROM J. M. Weaver, instructor in printing at Haskell Institute, Lawrence, Kansas, we have received an attractive booklet, descriptive of the school and its aims. The typographical arrangement is very neat.

J. W. WATKINS, Jacksonville, Florida.— Both of the letter-heads are well designed and pleasing, although perhaps the use of a brighter red for the ornament would improve the heading printed on white stock.

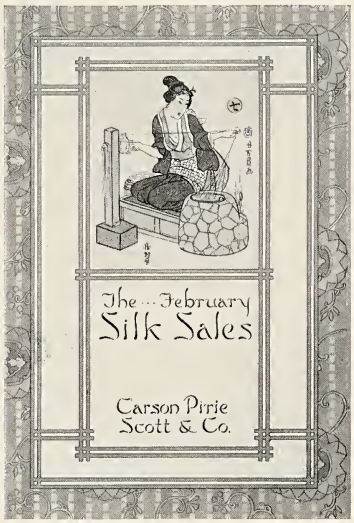
WE are in receipt of the third issue of "Isaacson's Typografi," a portfolio of specimens of high-grade printed matter issued by Oscar L. Isaacson, of Gothenburg, Sweden. As in the former portfolios, the specimens are excellently gotten up, the typographical designs being well arranged and the colors harmonious.

SPECIMENS from the Tolono *Herald*, Tolono, Illinois, cover a wide range of work and are well handled, although we note a tendency toward the use of too many different type-faces in the same piece of work.

WM. C. LEIPRICH, Eau Claire, Wisconsin.— The letter-head shows too great a percentage of the bright or warm color — orange. A much smaller quantity would have resulted in a more satisfactory piece of work.

THE QUALITY PRESS, Dayton, Ohio.— The specimens are all excellent and we have no criticism to offer regarding any of them. The letter-head for the Ben Franklin Club of Dayton is an especially attractive design.

WE show herewith a reproduction of the cover of an attractive booklet issued by Carson, Pirie, Scott & Co., of Chicago, to announce



A striking cover-page from a catalogue of Carson, Pirie, Scott & Co., Chicago.

a silk sale. The original is printed in colors suggestive of the oriental, and the design, including the lettering, is thoroughly in keeping with the subject.

J. Y. CARLTON, Lynchburg, Virginia.— All of the work is creditable, both as to design and colors. Unless it is especially requested, the setting of a word with the letters placed one under the other should be avoided.

FROM W. Arthur Cole, with the Wm. F. Fell Company, Philadelphia, we have received a package of high-grade printed matter. The designs are original and attractive, and the composition and presswork are of a high order.

ELLIS COLEMAN, Shreveport, Louisiana.— The specimens are all well handled, and we would compliment you upon their neat and tasty appearance. The resetting of the letter-head is a decided improvement upon the original.

FROM the Gardner Office Supply Company, Springfield, Missouri, we have received a copy of the menu and program of its second annual banquet, held on January 7. The arrangement is elaborate and the work well handled throughout.

THE *National Jeweler and Optician* is nicely arranged and printed, both as regards the text matter and advertising pages, although a careless spacing around the decorative initial letters detracts from the appearance of some of the pages.

R. B. MAPES, Saco, Maine.— The poster contains too much decorative material in the shape of borders and rules, and a more simple

arrangement, with less paneling, would be preferable. We would also suggest that you confine the whole job, if possible, to one series of type, and at any rate avoid using extended and condensed type-faces in the same design.

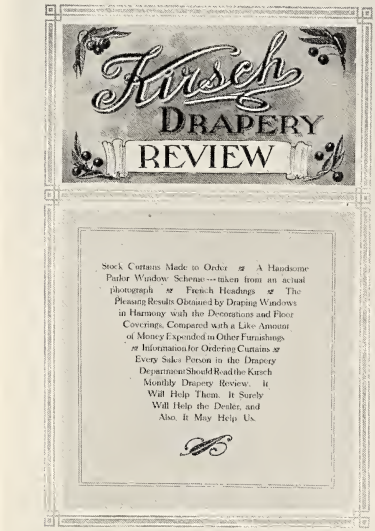
printing of lines diagonally across the jobs, as you have done in some cases. One naturally associates straight lines and rectangles with typographical designs, and where diagonal lines are used the results are rarely pleasing from the standpoint of good design.



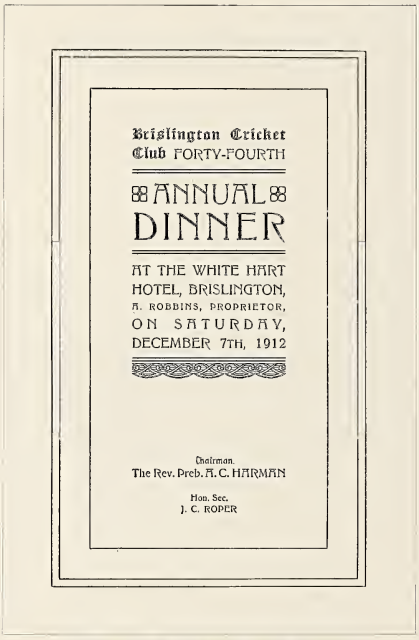
A letter-head by Al. S. Cain, Provo, Utah.

Among recent specimens from The Three Rivers Press, Three Rivers, Michigan, a cover for a small magazine stands out prominently and we show herewith a reproduction. It is an excellent illustration

Al. S. Cain, Provo, Utah.— The letter-head for the New Century Printing Company is very striking, both in arrangement and colors. We show herewith a reproduction of it.



A striking design by The Three Rivers Press, Three Rivers, Michigan.



Title-page by A. Goodridge, Bristol, England.

of the effects to be gained by a judicious use of tint-blocks. The original is in black and gray, on white stock. Other specimens from The Three Rivers Press are uniformly good.

M. S. Grim, South Bethlehem, Pennsylvania.— The commercial specimens are neatly arranged and offer little opportunity for criticism. We would, however, suggest that you avoid, as far as possible, the

A package of commercial work from A. Goodridge, Bristol, England, contains some interesting type arrangements. Among others, a menu, printed in green on light-green stock, is noticeable. We show herewith a reproduction of the title-page.

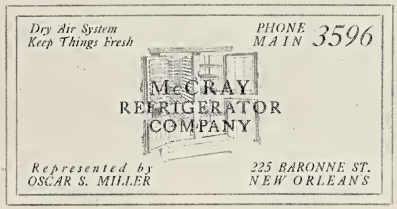
W. R. Webb, Santa Barbara, California.— The monthly statement heading contains too many different type-faces for the best results,

and in addition the sizes are rather large, giving it a crowded appearance. The other work is quite satisfactory.

J. R. THOMPSON, Santa Ana, California.— The specimens are all satisfactory and offer little opportunity for criticism. Some of the panelwork, however, is marred by poor rule joints. The letter-head for the Worden Printing Company is exceptionally pleasing.

A PACKAGE of commercial specimens from Ernest Edwin Adams, manager of the printing department of the Toronto Y. M. C. A., contains some excellent designs. Mr. Adams is an advocate of simplicity of design in typework, and his product is invariably pleasing.







Interesting designs by George Wetzel, New Orleans, Louisiana.

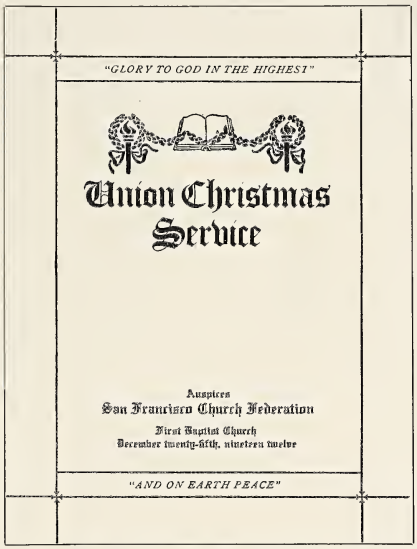
A PACKAGE of commercial printing from George Wetzel, New Orleans, Louisiana, contains unusual and interesting arrangements. We show herewith reproductions of some card designs.

FROM Immig & Son, Rotterdam and Amsterdam, Holland, we have received a package of interesting specimens, containing a holiday greeting, a calendar for 1913, and an attractive booklet descriptive of the plant operated by this concern. All of the work is well handled.

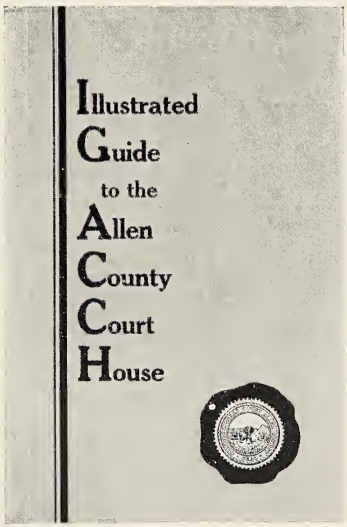
THE *Sulphur Post*, Sulphur, Oklahoma.— The full-page advertisement is nicely gotten up, and our only suggestion would be that you place the words "Sulphur, Oklahoma" in the center of the bottom line, rather than placing one of the words at each end with the rules between.

EDWARD C. STERRY, Kamloops, British Columbia.— The advertisements are well arranged and show a pleasing variety in design. We would suggest that in order to secure a better tone harmony you use rules for underscoring and panels which are of approximately the same strength of color as is the type with which they are in close proximity.

FROM August Gustafson, Oakland, California, we have received a package of his recent work. Among other specimens is an interesting arrangement of a program title-page, a reproduction of which we show herewith.



An interesting arrangement by August Gustafson, Oakland, California.



A striking cover-design by Eric Peterson, Fort Wayne, Indiana. Original in colors.

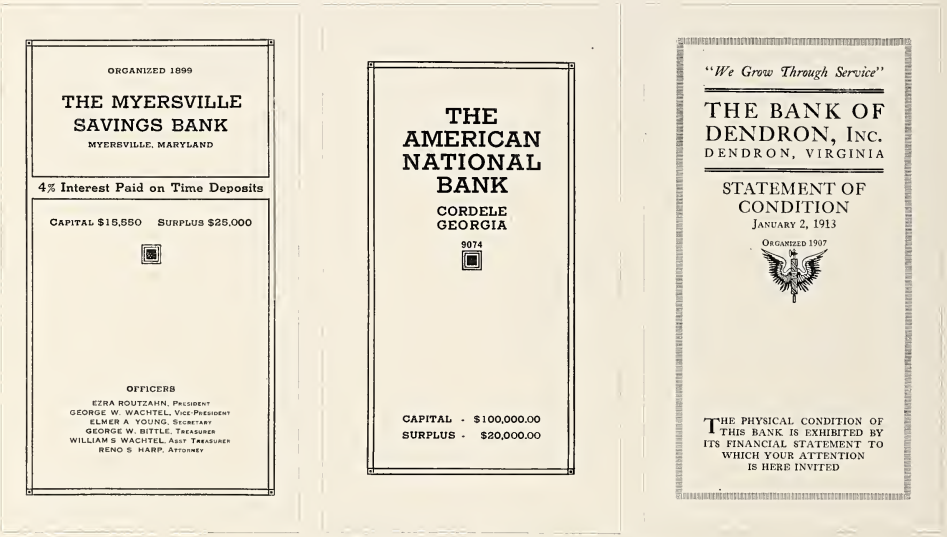
ERIC PETERSON, Fort Wayne, Indiana.— All of the specimens are nicely gotten up and none of them call for criticism. The cover of the

guide is an unusual arrangement, and we show herewith a reproduction of it.

J. Harry Fatthauer, Covington, Kentucky.— The letter-head is very nicely gotten up, although the letter-spacing of the text letter in the main line is not pleasing. The text letter is at its best when set close, giving the rich, black appearance for which it was originally designed.

The Louisville Paper Company, of Louisville, Kentucky, has issued a price-list of papers under the title, "The Printers' Book." In addition to the regular price-list, much valuable information is given concerning inks, plates, and other things with which the printer comes in contact.

David J. Gildea, Catonsville, Maryland.— While all of the specimens are excellent, the cover-page designs stand out the most prominently.



Some cover-designs by David J. Gildea, Catonsville, Maryland.

They are unusually pleasing in arrangement. We show reproductions of some of them.

George W. Spitzenberger, Bellows Falls, Vermont.— The leaflet, "Our Lenten Message," is very nicely gotten up, especially the first page. The school-report cover-page would look better without so many panels. On some of the specimens, notably the Easter programs, the type is rather large.

From William Lewis Washburn, Patchogue, Long Island, we have received a package of attractive work, consisting mainly of specimens of limited editions of booklets bearing the imprint of the Palmetto Press, which was established by Mr. Washburn. Much of the work is attractively colored by hand.

Oscar F. Jackson, of Lansing, Michigan, is sending out a series of monthly calendars of unusual interest. In addition to their value as calendars, each month's issue is printed on a different color of stock, and in a different combination of colors, thus being useful in assisting the customer in making selections for his own work.

A package of commercial work from R. E. Kenny, advertising manager for the Parlin & Orendorff Company, Canton, Illinois, contains some unusually good designs. While all of the specimens are of such nature as to call for no criticism whatever, a leaflet for the Y. M C. A. is perhaps the best handling of an unusual amount of copy.

The Acton Publishing Company, Limited, of Toronto and Montreal, sends an exceptionally attractive booklet treating of Acton service in printing and advertising. The cover is handsomely embossed in gold on white stock, with the inner pages printed in black, gold and a buff tint, also on white stock.

Paul D. Crew, Creighton, Nebraska.— The cover of the cook-book is well arranged, although the lettering is rather weak in comparison with the decoration, and a different color combination — one which would have given more prominence to the text — should have been chosen. The letter-spacing of the condensed type is not pleasing, especially in the upper line.

Charles Waterbury, Elkhorn, Wisconsin.— Between the two letter-heads there is little choice. Both are good, and a selection of one or the other would be a matter of personal taste rather than a question of one being better than the other. While the one set in one series is pleasing on account of its harmony of tone, the capital letters are rather large in contrast to the smaller sizes. The other specimens are very satisfactory.

"The Proof of the Pudding" is the title of a handsome booklet recently issued by Geo. Rice & Sons, Los Angeles, California, to further the interests of the product of the Rice press. And it is a convincing proof of the ability of this plant to handle the very highest class of printed matter. From the plain catalogue page in one color to the most elaborate process printing, examples of all classes of work are shown in the booklet.

One of the finest specimens that has reached this department in some time is the program of the annual banquet of the Griffith-Stillings Press Benefit Association. The cover is embossed in gold in a blanked panel and each page of text is printed on a separate sheet and tipped on the leaf inside of a blanked panel, the leaves being folded and uncut at the heads, with each alternate two pages not printed. The whole effect is unusually good.

W. S. Powers, Norfolk, Virginia.— Our only suggestion regarding the circular is that you obtain a trifle more variation in the sizes of the panels on the title-page. This could be easily done by taking a little space from the top panel and the one next to the bottom, placing the space thus gained in the panel containing the monogram. Where the panels in a design are too nearly equal in size, we lose that pleasing proportion which is desirable in the printed page and which is gained by a variation of areas. With this exception the work is excellent.

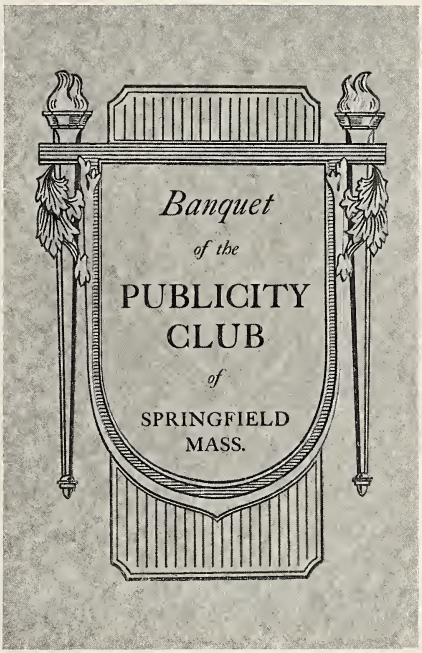
Charles F. Horton, Greenwich, Connecticut.— While the specimens are, in general, excellent, there are one or two points to which we would call your attention. On the letter-head for *The Greenwich Press* there are too many type-faces, and if the whole heading were set in the same type as that used for the central group the effect would be more pleasing. One or two of the specimens show too much red in contrast with other colors. Where the warm colors — red, yellow and orange — are used, care should be taken that they be kept in small quantities, just enough to brighten up the page and not make it too flashy. On the "Brunswick" job there is not sufficient contrast in the

colors to warrant a second impression. The letter-head for the Greenwich Tire & Repair Company is especially attractive.

A PACKAGE of commercial work from the Loring-Axtell Company, Springfield, Massachusetts, contains excellent type-designs. Among other interesting arrangements are pamphlet cover-pages, two of which we show herewith.

E. H. BRENNAN, Welland, Ontario.— Both of the specimens are well handled, although there is perhaps too much variety in the treatment of the pages of the high-school job. If the title-page had been set in the type used for the following pages, a more harmonious result would have been secured, as the change from the text letter on the cover to the script letter on the title-page, and then again to the roman letter on the balance of the job, is not pleasing.

H. R. LISCHER, Waverly, Iowa.— While the title-page marked No. 1 is the more pleasing from the standpoint of design, perhaps the author's desire to bring out one certain line more strongly than the rest is what influenced the change. In this case, from the standpoint of its advertising value, No. 2 is preferable. Then, too, the type which has been used does not lend itself readily to the squared-up effects, the capitals being too irregular in shape. In fact, great care



Cover-design by the Loring-Axtell Company, Springfield, Massachusetts.

must be taken in using any text type in a squared-up arrangement, as the text-letter forms will not admit of the letter-spacing so frequently necessary to this style of display.

CALENDARS have been received from Stettmer Bros., New York city; The Du Bois Press, Rochester, New York; Boston Typographical Union, No. 13; Karl Schwidernoch, Vienna, Austria; Winnipeg Industrial Bureau, Winnipeg, Manitoba; The Smith-Brooks Printing Company, Denver, Colorado; The Charles Francis Press, New York city; J. M. Huber, New York city; Wagoner Printing Company, Galesburg, Illinois; Cayees & Turner, Martin, Tennessee; Standard Printing Company, Providence, Rhode Island; H. Hinze, New York city; The New York Edison Company; Cross Paper Feeder Company; *The Star Journal*, Sandusky, Ohio; Castle-Pierce Printing Company, Oshkosh, Wisconsin; Thomas Todd Company, Boston, Massachusetts; Peninsular Engraving Company, Detroit and Toledo; John W. Little & Co., Pawtucket, Rhode Island; Commercial Art Press, Monmouth, Illinois; The Gerlach-Barklow Company, Joliet, Illinois; The Kingsbury Printing Company, Twin Falls, Idaho; Bureau of Printing, Manila, Philippine Islands; The Cayuga Press, Ithaca, New York.



An unusual arrangement by the Loring-Axtell Company, Springfield, Massachusetts.

WE wish to acknowledge additional holiday greetings from The Barnes-Crosby Company, Chicago; The Northern Trust Company, Chicago; D. E. Bloch, Portland, Oregon; The Ault & Wiborg Company; The Lammers-Shilling Company, Chicago; The Spirella Company, Meadville, Pennsylvania; Axel Edw. Sahlin, East Aurora, New York.

POETRY VERSUS VERSE.

If poetry with fire divine, would touch these clanking lines of mine, I'd burn the midnight oil to swell the bunch that on Olympus dwell. True, every printer has his place, at case or press he runs his race; sometimes into the sanctum chair, and I sit sadly boggling there to write some lines of verse or prose, a vacant space to fill. Lord knows, I'd love to make the stuff sublime; but kittle work is verse and rhyme. The kid who tries to fly a kite that won't go up — something's not right — is like to one that heights sublime would stagger at and hope to climb, but finds his number twelves of clay both bog him in the muddy way. No one can raise a lofty strain, but he that's born with soul and brain wherein the golden censor swings: the angels listen when *he* sings.—*A. H. M.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

The Noise.

"When the mold disk comes forward to eject the slug and the matrices are being transferred from first to second elevator, there is a crash and the machine sometimes sticks for a second. The machine generally starts all right, and this trouble comes later in the day."

Answer.— Remedy the trouble by first trying out the disk movements. Observe closely as the disk stops before going forward on to the studs whether it goes too far or not far enough. If it goes too far, remedy with the shoes on cam No. 2. If it does not go far enough, possibly the brake is too tight or the disk binds in some way. Determine the cause of the trouble by examining the disk and by rotating it to see if it has proper freedom.

Spacebands.

O. C. W., an Ohio operator, writes: "Occasionally when the line transfers from the first to the second elevator the spacebands become wedged in the intermediate channel. The matrices transfer all right. This does not happen more than two or three times a day. How can I remedy this?"

Answer.— The next time this occurs, examine the position of all of the spacebands and especially the back ear of the first spaceband shifted. Quite likely you will find it is off the back rail of the intermediate channel. By placing a strip of leather in the intermediate channel so the lower end of the spacebands have contact with it, it will tend to prevent the swinging of the spacebands, and as a consequence will invariably prevent such a trouble. On some machines, there is a flat spring attached beneath the quad tumbling-bar that is intended to prevent the swinging of the bands; possibly your machine has this spring and may be it is not in operation.

Metal Trouble.

An operator writes: "I am having considerable difficulty with what I think is the metal. I recently put in a new crucible (having broken old one) and got it in all right, packing and all, also the mouthpiece in good shape; and when I came to test the lock-up used red ink spread on very thinly and got a good impression all the way across; but the metal accumulates on the mouthpiece just above the holes and seems to be cold. The bottom of the slug shows hot metal, while the face is cold; and finally the slug gets porous and sticks in the mold. The metal seems to me to be very thin, almost like water. Now, I think it is the metal, as with an almost perfect lock-up it doesn't seem to me that metal would accumulate on the mouthpiece until the lock-up is bad and metal drips down the back of the mold; the metal being in bad shape and very thin seems to be the cause. Am I right? The flame under the metal-pot has to be cut down until it is almost out, while the one under the mouthpiece is on as high as possible. I have sent a pig of metal to the metal company to be examined, but thought best to ask for a suggestion from you. We bought fifty pounds of toning metal, and I used that, but it really seemed to make the metal worse. Is it the fault of the metal or loss of heat at the throat and mouthpiece, or is the lock-up imperfect (which I do not think)?"

Answer.— If you succeeded in getting the crucible in place properly, as you say, you will have to get after the heat, for as you state, the metal adheres to the mouthpiece and the face appears cold. The bottom of the slug appearing spongy only indicates a bad lock-up for the time only. Try the following plan. Increase the heat and also increase the stress of the pot-lever spring. Clean mouthpiece and cross-vents and back of mold. Send away about three lines, open vise and examine the pot mouthpiece. If metal has accumulated, clean the mouthpiece and repeat the operation, each time drawing out the mold disk for examination. After increasing the heat to a proper point the metal will not adhere in such a manner as to cause an imperfect lock-up. Do not turn mouthpiece burner down.

Carrying Off Gas from Linotype.

(1407) "I have read a great deal lately in your publication on the subject of ventilation and am writing to ask if you can offer any suggestions on the ventilation problems in the office in which I am employed. We have one linotype machine. The gas burner on the machine is kept lighted twenty-four hours a day and consequently the air is very bad. In fact several of the workers have complained of headaches and of being made sick on numerous occasions. This condition is only noticeable after it is too cold to keep the windows open, and is particularly noticeable late in the afternoon. I presume it is more evident then, owing to the fact that I have the boy open the windows and doors in the early morning before working hours and give the office a thorough airing for half an hour or so. The owners of the office are willing to provide means for better ventilation provided it is not too expensive. The only question is just what plan to adopt. Letting the windows down at the top does not seem to help much."

Answer.— Unless your machine is in continuous use it is wasteful to burn gas twenty-four hours a day. Besides it fills the room with a pernicious gas that is harmful to all who breathe it. If this is necessary, however, then you should provide a means of drawing off the waste gas from the chimney of the pot. This can be done by running a three-inch pipe from the nearest window to the chimney of the metal-pot. The pipe will extend either through the glass or have an outlet above the window, which can be

lowered a trifle to accommodate it. The pipe may be of galvanized iron, and may run vertically to a height equal to the place of exit of the horizontal part that will connect with the vertical piece with an elbow. As the consumed gas is the pernicious element it is necessary to remove it. Conducting it out of the building by the shortest way seems to be the only logical means of keeping the air in a reasonably pure condition.

Learning the Linotype.

A beginner on the linotype propounds the following queries: "(1) If you should not stick spacebands in metal-pot, how else can you get the metal off? (2) When I was assigned a machine, the metal was still hard after four hours — cleaned burners, but no relief. The machinist then took about two drops of mercury out of the governor. Is not the governor the proper place to adjust temperature for hot or cold metal? (3) What would cause machine to stop with a jar just as second elevator is to be released by its pawl? Locked spaceband shifter and as soon as releasing pawl was tripped, machine started. They told me the ejector-blade was caught."

Answer.— In case a spaceband is covered with metal and it will not break off readily, do not cut it off with a knife, nor pound it off with a hammer; just dip it into the metal-pot and move it around rapidly until it is free from metal, then dip it in oil and dry it. (2) If the governor contains too much mercury, or if the rod is set down too low with a normal supply of mercury, the gas supply is limited, and the metal might not melt in twenty-four hours. Hence if the raising of the adjusting-rod would give full flow, that is all that is required. If the rod is as high as it can go and more gas is still needed, the mercury must be diminished. The governor is the only place to control the temperature of the metal. It should be set correctly and then its control is automatic in action. (3) When an ejector is caught in the mold (on its return to normal), the second elevator is on its way up — not down. Probably you mistook its position or direction of movement when you made your observation. Remember this: Second elevator is on its way up and is usually nearly seated when the ejector is being withdrawn from the mold. Turn machine by hand and note position.

Pot Mouthpiece Leaks.

A Missouri operator writes: "The mouthpiece on a linotype machine here is causing trouble by leaking on the right end. Have put in a new mouthpiece with graphite and oil, but it still leaks. Can you advise me of something that can be applied to the mouthpiece when inserting that may stop this?"

Answer.— Mark the crucible just below the first jet so as to have an exact position in which to place the mouthpiece. While the pot is hot, drive the mouthpiece toward the keyboard, remove the wedge and take out the mouthpiece. Allow the pot to get cold. Clean the mouthpiece free from the oil, graphite and all traces of metal. Also clean the crucible where the mouthpiece is to be placed. Procure 5 cents' worth of litharge from a druggist and take one-half teaspoonful with a small amount of glycerin and mix into a stiff mass about like job-printing ink. With your finger put a thin, even coating of the litharge on the back of the mouthpiece. Rub graphite and oil on the wedge and place it and a hammer in a convenient position for use when required. Take the mouthpiece and pass it into position, being careful that the back edge is not rubbed on the left end of crucible, as this would scrape off the litharge and consequently leave a bare place which, later, would allow the metal to escape. When the mouthpiece is placed up to the mark, pass in the wedge and begin driving with the hammer. At first drive easy and finally drive fairly hard, so as to give a firm seating of the mouthpiece. After it is driven tightly in place cut off whatever remains of the wedge outside of the end of the crucible, as this projection may cause trouble. Test the lock-up between the mouthpiece and the mold with ink and get it locking evenly. You will not be troubled by leaks if the foregoing is done correctly.

Cleaning Keyboard Cams.

A Michigan operator writes: "Will you kindly give me instructions for cleaning the keyboard cams?"

Answer.— If the cams are dirty and refuse to turn properly the only thing to do is to follow the instructions outlined in "The Mechanism of the Linotype," first chapter. The procedure is about as follows: (1) Remove belt and covers of the cams. (2) Remove the screws in the cam frame and lift them off evenly — that is, do not take off one end and then the other end, but both at the same time. (3) Draw out the wires and remove the cams and triggers. (4) Put the triggers to soak in a can of gasoline while you are cleaning the free end of each cam yoke. Do this with a clean cloth and gasoline. (5) Put clock oil on the cam pivot with a fine wire or broom straw. (6) Take a fine knife-blade file and sharpen the milled edge of each cam. (7) Wipe all triggers on a clean cloth and then rub them on a graphited cloth or board. (8) Clean and polish all the pivoting wires. (9) Clean the slots in the cam frames with a cloth and gasoline. (10) Put in your triggers, then your cam yokes. (11) Wash the rubber rolls, roughen them with coarse sandpaper, put them in the frames and oil the bearings. Take the magazine brush or any other clean brush and put graphite on it. Rub it back and forth on both sides of the upper end of all the keybars. Then run your fingers over the keys a number of times in order to operate the bars and thus cause the loose graphite to fall off. (12) Lock the triggers on one of the cam frames and put it in place; then draw out the wire and lock the other set and place in machine. This should end any keyboard trouble originating in the cam frames.

Removing Metal from Pot.

A correspondent writes: "How is it possible to get every drop of metal out of the pot, as you advised an operator in Florida at top of page 80, October INLAND PRINTER, in order to treat the metal-pot for leaking? Am having the same trouble with a new No. 8, and it has been so since the first week. The pot seems to leak under the well, but does not after metal is melted."

Answer.— Procure a large iron spoon and bend the handle so it is nearly vertical. With this you can remove nearly all the metal outside the well. What remains can be taken out by using pieces of dry cotton cloth, which should be pushed down on the metal with a piece of wood or a metal rod. Of course, the heat must be maintained during the operation. The metal in the well below the inlet hole may be removed with a smaller spoon until but a small amount remains, and the balance can be taken out with a dry rag on a stick of wood, or by placing cold metal rods in the metal and moving the end about in the metal until a deposit is obtained which can be removed. A cold metal rod will pick up hot metal while a heated rod will not. The lye should not be applied until the pot has cooled. A strong solution is advised, and whether salt is used or not matters but little, for when the potash seeps through the fissure it will cause rust, which, together with the crystals of potash, will form a barrier, preventing the metal escaping.

It is a rare thing to have a pot leak owing to fissures. The usual cause for metal dropping into the burner is due to the filling of the pot up to the top of the crucible, allowing the metal to run through the seam into the asbestos packing, through which it later percolates.

Magazine.

A recent graduate of the Inland Printer Technical School writes: "(1) Would like to have your kindly advice and assistance in a matter that is causing me much annoyance. In looking over Machine Composition notes of two years back have found only one case that comes near it [illegible] that does not apply here. Do not see anything in 'Mechanism of the Linotype' that will actually remedy it. Do not remember learning anything at the school to cover it. Have an ancient Model 1, about 4,760, partly remodeled. Magazines have hinged covers at the mouth. Trouble is in the matrices leaving the mouth of magazine. Keyboard cams and also magazine have been cleaned very thoroughly. Matrices are not dirty or bruised. Keyrods rise quick enough, but do not release matrices, and then they stick at up stroke. Five or more keyrods will stick up at a time, and when I get behind and pull one down, using some force, they all come down together, jarring the row of v's and springing open that particular cover in spite of being clasped in place. Have examined some of the channels empty and find that the front pawls, instead of coming level with the bottom, stay up about one-thirty-second. Have tried this with the keyboard belt off also. Have tried the adjustment of em dash and e keyrod. The em-dash keyrod rises one-thirty-second above verge all right, but e does not; no trouble in e section. Trouble is all between comma and S, and only on keyrods governed by back keyboard cams. Have noticed this particularly only while running matrices out to place others in. The matrices between comma and S governed by back cams would always stick, while those governed by front cams would come at once. S will not come at all. This trouble occurs much more frequently on the eight-point magazine than on ten-point. The em quad, although out of the danger zone and governed by front cams, will stick out one-eighth inch and hammer against the top cover. Have examined magazine and do not see anything wrong with verges, verge-springs or partitions binding. (2) Do you know of any scheme for setting matter in the ditto marks (six pair) at beginning of line, two line-up figures with x between toward end and one pair of dittos to follow. Have learned some good composition tricks at the school for which I am truly thankful, but have not practiced on this. My idea is to measure with pica gage the center of each word to be dittoed, then subtract two points for first ditto mark, then watch scale on assembler-gate, dropping spaces all the time, and not put bands after figures begin. Have you a better way? A job is coming in which requires a lot of this work, but do not see any easy way to do it."

Answer.—(1) We judge that the fault lies in the pawls of the channels that are causing trouble. Remove the magazine and take out the S verge and note the top of each pawl. If these are bruised, square them up. Then polish the verge and pawls on fine emery and finally rub all three on a graphited board. While you have the magazine in a convenient position examine the end of the verge where the spring is attached, and if it is worn put in a new verge. You state there is not a clearance of one-thirty-second between the keyrod and verge. If the roll is not worn, and the rod is at the highest position, there should be such a space. If the keyrods do not rise off of the verges that are giving trouble note if there are any grooves in the roller under these cams. Such a condition would cause the trouble. If a keyrod rises and does not return to place fully, it is likely that the verge is binding, or the keyrod spring is weak. Determine condition by examination. You should examine the back ears of a number of lower-case matrices and see if they are as clean as they should be. Matrices that are not clean will move slowly and may not slide fast enough to clear pawls, and when the reverse action takes place they are caught. Test the speed of your main pulley. It should run about sixty-eight revolutions per minute. If it goes faster it may cause you some trouble. The keyboard rolls should not be speeded above normal. (2) The method you refer to in setting ditto lines will do very nicely. However, if you had several sliding pointers (D 670) to go on the em scale of elevator it would be helpful in this work.

Recent Patents on Composing Machinery.

Escapement Pawl.— S. C. Nielsen, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed May 6, 1910. Issued January 7, 1913. No. 1,049,518.

Typesetter and Distributor.— A. Smith, Erie, Pa. Filed November 21, 1910. Issued January 14, 1913. No. 1,050,495.

Record-making Machine.— A. Smith, Erie, Pa. Filed February 2, 1911. Issued January 14, 1913. No. 1,050,496.

Type-line Quadder.— W. E. Brand, Boston, Mass., assignor to Vite-a-Type Company, Portland, Me. Filed November 4, 1907. Issued January 28, 1913. No. 1,051,385.

WHEN FRANKLIN FLEW HIS KITE.

BY L. C. DAVIS.

Oh, wondrous things have come to view
 Since Franklin flew his kite;
We've surely learned a thing or two
 Since Franklin flew his kite;
In Franklin's time they wotted not
Of ampere, volt and kilowatt—
A candle was the best they got
 When Franklin flew his kite.

They didn't have the wireless
 When Franklin flew his kite;
Nor eke the cooker fireless
 When Franklin flew his kite;
They had no moving-picture show,
No telephone, to shout "Hello!"
It must have been infernal slow
 When Franklin flew his kite.

Missouri hadn't yet been shown
 When Franklin flew his kite;
Joy-riding was a thing unknown
 When Franklin flew his kite;
No flying autos filled the scene
With sparking-plugs and gasoline—
Oh, things were quiet and serene
 When Franklin flew his kite.

They didn't have the phonograph
 When Franklin flew his kite;
No photoplays to make you laugh
 When Franklin flew his kite;
They didn't have their opera canned,
Served up in tabloid form so grand;
The printing-press was run by hand
 When Franklin flew his kite.

They didn't have electric juice
 When Franklin flew his kite;
They simply murmured "What's the use?"
 When Franklin flew his kite;
And even to this very day
In Philadelphia, they say,
They jog along as was the way
 When Franklin flew his kite.

—*From Electric St. Louis.*

ELECTROTYPING & STEREOTYPING

BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

Aluminotypes.

The following description of the process of manufacturing aluminotypes was written by George E. Dunton for the International Stereotypers and Electrotypers' *Journal:*

The production of printing-plates by the aluminotype process is not new, neither is it a radical departure or even a deviation from many of the earlier methods of operation in the making of stereotypes in the days of "plaster casting." The fundamental principles of producing stereotype printing-plates by means of plaster casts are described in a catalogue of stereotyping and electrotyping machinery, published by Messrs. R. Hoe & Co., while the process was at the height of its popularity and usefulness, together with the clay process of a few years prior to that period for the production of book-plates and smaller printing surfaces.

In the present or so-called "Aluminotype" process, many of the improvements developed in the legitimate stereotype process have been interpolated and appropriated and the commonly known and time-honored stereo-metal has been supplaced by aluminum. In operation the process consists of making or taking a mold of the printing surface to be reproduced in a composite mixture of plaster and asbestos, brought apparently to a consistency of porridge. The forms are placed face up, on large slabs of aluminum, cleaned and otherwise prepared in the usual manner as to planing down, examining, tightening quoins, etc., and are then sprayed with a special oil. The thickness of the plate is regulated by the height of the furniture placed between the form and the lock-up, the desired or required thickness of the plate having been predetermined or established when the plate is to be cast to the required printing thickness. If the plates are to be roughed down, then the surplus metal proves of no particular moment.

A "gate" former is placed close against the guard-line on one side of the form, and the flask or retaining frame is placed over this form, resting on the furniture, and the mixed plaster and asbestos is carefully poured over the oiled surface within the flask sufficient to about cover the top of the type and carefully worked in with a long, thin or narrow brush similar to those our battery men use in "coating." Sufficient plaster is then poured in to fill the flask, and worked in with what appears to be the perforated back of the flask. These precautions are taken to preclude what the old-fashioned stereotyper would have called "picks" in the plates, especially where the plaster breaks off, filling the cups or bowls of the type or in rules.

About twenty minutes is required for the plaster to set sufficiently to permit the raising of the flask and mold. The separation is produced by a pair of concentric rods placed previously in position under the two sides of the flask-frame in special recesses in the face of the frame. Each rod operates a pair of eccentrics, lifting the flask. This cast, which of course is impregnated with moisture, is placed in a steam-heated oven to dry out. Here it remains for about forty minutes.

To those familiar with the plaster-cast stereotype methods, there will at once become evident a marked similarity, inasmuch as the methods of production are related. The casting of the plate, in which the time-honored stereotype metal is supplaced by aluminum, is along the lines followed out in the modern mechanical devices embodied in the stereotype casting machines, so far as the operative principle of the casting-box is concerned. The box stands in an upright or vertical position, with an aperture near the bottom in line with which the "gate" formed in the cast — literally the plaster matrix — must come when the flask is placed in the box. A sheet of asbestos paper is placed in the box, against which the back of the plate is formed in the casting. The flask holding the matrix is placed in position, and the back of the box, like a lid or cover hinged at the bottom, is swung into position and held in place by suitable locking means. The melted aluminum is introduced by pouring the metal into a receptacle and then forcing it through the orifice at the bottom of the box, through the gate upward over the surface of the plaster matrix, filling the type and other indentures in the plaster, forming the plate.

The receptacle for the molten metal is in the form of a cylinder having a movable compression piston entered through an open end of the cylinder, and operated in a horizontal plane by means of a lever, pinion and rack on the end of the piston-rod. The receptacle is provided with a hopper on the upper side through which the metal is poured. The receptacle, the orifice through the side of the casting-box, and the surface of the piston, with which the melted aluminum comes in contact, must be protected with asbestos which is formed into the desired shapes in advance and stocked. After the mold has been filled with metal, the pressure must be maintained for an interval sufficient to allow or insure setting of the metal, otherwise there is liable to be a warping or distortion of the plate, due to sudden gas expansion within the enclosure of the casting-box.

The melting of the aluminum is an important factor in the process, its fusing or melting point being 1,292° F. The melting is carried on in crucibles, which are subjected to an intense heat surrounding the whole. Gas and air or compressed petroleum vapor are best adapted

to the operation. The furnaces are similar to those used by brassfounders for crucible smelting. The molten metal is ladled from the crucibles with long-handled, cast-steel ladles, which resist the heat better than those of wrought iron. Skimming or drossing the metal in the ladle prior to pouring is done with a piece of wood, as metal skimmers soon melt, injuring the aluminum.

When the cast has become sufficiently cool to handle, it is taken from the box and the flask removed. The plaster adhering to the face is then removed by using compressed air and then washing. The plate is then dried and goes to the finisher. By the interposition of special furniture in the forms, plates may have the bevels formed around the sides at the time of casting, which is advisable, as the tenacity of the metal makes it damaging to the cutting edges of tools — more so than a much harder metal. The best results are obtained by using saws in place of edge cutters, and band saws are better adapted than the circular type. The plates need very little manipulation other than by machine, although I saw a man working over a pile of them with a hammer. The aluminum plate is, no doubt, longer lived than the ordinary stereotype, and possibly some electrotypes; but it is folly to claim that it will have a longer life than the fair electrotype; and it is furthermore susceptible to the action of caustic soda and potash — the basis of lye. Electrotype copper melts at 2,548° F., showing it to be a much harder metal. Cast iron becomes red hot at 980° F., which will serve as a comparison.



A COMMERCIAL COMBINE — PIGS AND CLOVER.
Photograph by R. R. Sallows, Goderich, Canada.

ARTEMUS WARD.

Artemus Ward is little known, except as a name, to the present generation; yet he was unquestionably a humorist of rare and original gifts, whose reputation would perhaps shine brighter to-day if it had not been in part eclipsed by the superior glory of Mark Twain. By Albert Bigelow Paine, Samuel Clemens' biographer, the two American humorists are in a manner classed together. "They were giants of a race that became extinct when Mark Twain died," he has written. Once at a dinner at which both Artemus Ward and Mark Twain were present, Ward lifted his glass and said, gravely, "I give you Upper Canada." After the company had drunk the toast in some bewilderment, one of them said, "Of course, Artemus, it's all right, but why did you give us Upper Canada?" "Because I don't want it myself," was the prompt reply. Certainly this bit of nonsensical jesting bears the true stamp of American humor, and the man who originated it has written much that is still capable of delighting us in the way that we like best — the way that Mark Twain used with the highest genius. Samuel Clemens, of course, gained a world-wide reputation, but Ward, too, was something of an international figure. As a lecturer he quickly became a favorite in London, and in a measure he prepared the way for Mark Twain's magnificent success in that city. Like Clemens, he received much high and discriminating praise — "Artemus the delicious," Charles Reade called him — and though we may not rank him with Mark Twain, we must think of him as a man of genius, gifted with a quaint, penetrating wit that was wholly his own and a sound sense which makes itself felt through his humorous diction and eccentric spelling.

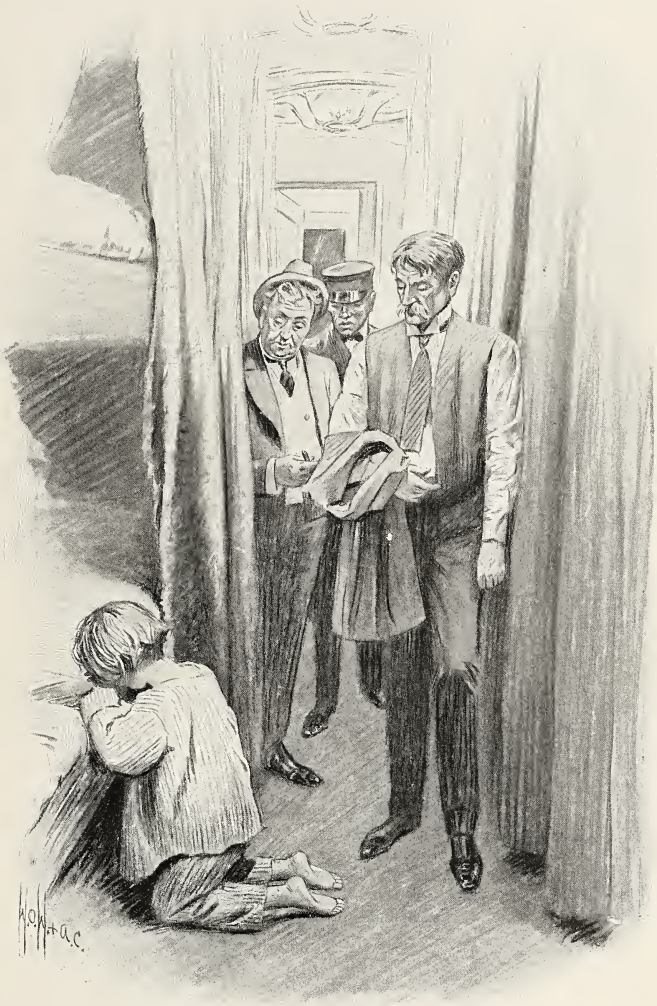
HAD A COMPLAINT.

The angry citizen puffed into the office of the city editor.

"See here, sir," he yelled, "what do you mean by publishing my resignation from my political office in this way?"

"You gave the story out yourself, didn't you?" asked the editor.

"Of course I did," replied the angry citizen. "But your fool paper prints it under the head of Public Improvements." — *The Byron (Cal.) Times.*



Copyright, Life Publishing Company.

A TRUE BELIEVER

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Glycerin for Fly-sticks.

A Canadian pressman suggests in reply to query No. 1418 that the rubbing of ordinary glycerin on the fly-sticks will prevent the smutting of sheets on rear-delivery presses. He states that as glycerin and ink do not mix it should prevent the accumulation of ink on the sticks.

Books on Overlay Cutting.

(1473) An eastern pressman working in a small town writes: "Is there any book or publication which tells or illustrates the proper way to cut an overlay for process-work?"

Answer.— The following books contain comprehensive instructions on the subject: "American Manual of Press-work," illustrated, price $4; "Modern Presswork," 138 pages, price $2. Both are for sale by The Inland Printer Company, and will be sent postpaid on receipt of price.

Sealing-wax for Embossing.

(1473) "Can you furnish us the address of a firm that carries the best sealing-wax for embossing on a job press? We are now using a composition but would like to get something that will harden quicker. Would like to know of a good book on embossing."

Answer.— Sealing-wax may be purchased from stationers. The constituent parts of fancy sealing-wax used in social correspondence differs but slightly from that used by express companies for sealing parcels or packets of money. The difference lies mainly in the amount of shellac combined with the cheaper elements such as rosin, chalk and the pigment used for coloring. If a pressman desires a fairly hard and quick-setting composition he can compound it himself by using rosin, turpentine, chalk or plaster of paris, and a few drops of castor-oil. We do not recommend this in preference to the compounds on the market, but if a pressman is going to use sealing-wax and pay fancy prices for it, he might just as well make his own compound. We believe that this tendency on the part of pressmen toward making compounds of this sort should be discouraged. "A Practical Guide to Embossing and Die Stamping," cloth, $1.50; "Embossing, Blocking and Die Stamping," paper, 75 cents. Both are for sale by The Inland Printer Company.

Rollers Fail to Ink Form Properly.

(1477) Submits several copies of a weekly paper in which a light place appears in the print. This is plainly due to lack of contact by one of the form rollers. The printer writes in part as follows: "Under separate cover we are sending you copies of our weekly paper. We believe you can tell us the cause and perhaps suggest a remedy for the trouble that appears therein. The paper is run in two four-page forms, and in each there is a place that fails to take ink. These places are not in the same position on the forms in relation to the gripper margin. There seems to be plenty of impression, and when inked with a hand-roller the forms print all right. During the past three months we have had 'printers' machinists' from Cleveland and from Pittsburg to repair the press. Before this it did not give this trouble. The first machinist replaced a broken star-wheel shaft, and then in a few days the press commenced to fail to ink in places. The second man came to overhaul the press, and while he was here it went all right, but is now as good a skipper of ink as it ever was."

Answer.— Possibly the accident that caused the breaking of the shaft had something to do with bending a form-roller stock. You should remove the form rollers and place them between centers or take them to a machine-shop and have them tested and straightened. When this is done place them in the press and reset the roller sockets. We do not believe the alterations in the press had anything especially to do with this trouble.

Embossing Gold Seals.

(1474) Submits a gold seal about one inch in diameter. It is embossed, but not sharply. The printer desires to improve the appearance of the work and wishes to emboss and print to give the dull effect at the one impression. He states that the dies are mounted on wood.

Answer.— The dies should be mounted on metal. This will enable you to turn out a long run without any yielding of the mount. In preparing the press for the embossing, lock the dies below the center of the chase, using metal furniture. See that the chase has no lateral play in the press. Clean the platen free of oil, and glue a sheet of tough manila to the surface. Have smooth, hard rollers and use cover-yellow ink. This ink will have a maximum of pigment. It may require reducing a trifle; if so, use turpentine, as it will tend to retain the flat appearance which is desired. Use a minimum quantity of the ink, as only the surface of the die should be inked and not the edge of the incised part. To take an impression place a piece of cardboard behind the form, removing it before running the job. The impression is not a necessity, for many pressmen can readily gage, by measuring from chase edge, the place where the embossing compound should be placed. In this instance, as the relief is low the layer of material for the counter-die need not be very thick. When it is placed in position and the first impression is taken, it will be noticed that there is a raised part between the several dies and around the outside of the outer margin of the dies. Trim this off, beveling it slightly, then lay a sheet of print paper in position and take an impression, allowing the press to stand on impression for about ten minutes, or longer if your previous experience with the particular compound denotes. The necessity for a fully hardened counter-die is

obvious. After the counter is hard, glue the guides to the manila sheet and make several trial impressions, all the while carrying the minimum quantity of ink. It is usually necessary to further trim the counter so as not to produce marks on the stock. Frequently wash out the die so that the fine lines of the design will give their face value, for if these lines are filled with ink, the raised part of the design will not have the normal relief nor will the brightness of the gilt show through the ink. The foregoing, in a general way, will indicate the plan of operation. It will necessarily need modification to meet the requirements of the work in hand. The judgment of the pressman will control the reducing of the ink and the application thereof.

Two Colors at One Impression.

(1479) "Can you furnish us with the address of the maker of a device for printing two colors at one impression on a flat-bed press, the colors to be divided in the center of the sheet?"

Answer.— There were two different methods of doing work of this kind advertised some time ago. The plans seemed feasible enough from the printed matter furnished; but as these devices are no longer placed before the printing public in the journals, we judge that they were faulty. However, if the work to be printed demands the sacrifice, and the space between colors in the form permits, the rollers can be cut, which will prove a barrier to the mixing of the colors and yet permit proper distribution. The girdling of the rollers must be with a groove which will slightly exceed the lateral movement of the vibrators of the form rollers and the movement of the angle rollers. The fountain feed roller need not be cut, but can be bound tightly with a half-inch strip of surgeons' adhesive tape, which will constrict its diameter sufficient to prevent the colors mixing where they join. The ink in the fountain may be separated by Paige fountain dividers, or by the old-fashioned method of using a bar of soap, which can be shaped to fit the space allowed. Of course no one will think of going to all this trouble for a short run in two colors. If the pressman outlines his plans before attempting this work, no error will be made in the cutting of the rollers, nor in any other detail.

Double Rolling for a Tint.

(1475) Submits a letter-head printed on dark cream enamel stock. The arrangement consists of a side panel of brass rule one and a half inches in width, extending nearly the full length of the paper. This panel is subdivided into three sections, the central one being one-half the length of the entire panel and printed with a tint as a ground color for a half-tone plate of a landscape. This engraving as well as the text in the panel below is printed in a dark photo-brown ink. Ample margin divides the engraving and the brass rule border which is printed in a dark orange ink. The upper panel, which is also enclosed by brass rule of the same face, extends from the vertical panel across the top of the paper. The spacing and arrangement is pleasing. This, however, is not what we wish to refer to. It is the selection of colors and the presswork which is most striking. The half-tone is printed in an excellent manner, being set off nicely by the harmonious tint surrounding it. The brass rule and type print sharp and clear, carrying just the proper amount of color. There is but one fault to be found and this one slightly mars the finish of work. The tint was printed first, and being about a point too long and too wide for the panel the rule lapped the edge. The printer could not very well change the brass rule to conform to the outlines of the tint-block, as they were mitered and well joined at the corners. As a consequence this error had to go through. Had the rule border been printed first it would have been no trouble to trim the block to exactly fit the panel. This is where a transparent tint works in to advantage. Tints made of a neutral body and colored to the proper depth with ink may be printed over black or colored ink without materially modifying their tone. Many pressmen appear to have the idea that a tint is the ground for the key-plate, while to the contrary it is much to their advantage to print the key-plate first so that the subsequent registering of tints may be made easy. The pressman in referring to the tint states: "The tint was rolled twice, as one rolling left a dark streak near the lower side of the plate. This I think was caused by the rollers sliding. Can you suggest a remedy for this?"

Answer.— The sliding of the rollers can ordinarily be prevented by bearers being locked in the chase which will cause the rollers to rotate. The dark streak may be the result of a part of the roller having full quantity of ink which is deposited on the plate on the upward movement of the rollers. This double quantity of ink is laid on adjacent to where the denuded part of the roller touches, hence the contrast. The Talbot nonsliding truck rollers, which were recently placed on the market, will also tend to obviate this trouble.

Engraving Prints Gray.

(1480) Submits three impressions of a half-tone plate, two are printed on a fine grade of enamel stock, while the third is on a cheaper grade. The engraving is an excellent example of vignette work and has the appearance of being made ready properly. On two specimens the ink appears quite gray. Under the magnifier this ink film is evenly laid, and semitransparent. The best impression of the lot appears on the cheap grade of stock. The ink and make-ready do not appear to be the same as the first two impressions although the printer states they are consecutive prints. The following letter accompanies the sample: "Would like to know why the engravings of machine do not print black. These are consecutive prints. A good half-tone ink was used, but the results are unsatisfactory. Is the fault with the ink, paper, make-ready, rollers or engraving? Everything used was of the best."

Answer.— From what we can gather by a close examination of the stock and impression, we judge the ink is at fault. Evidently the printer made a mistake in one of the sheets submitted, for it shows a different make-ready and the ink appears to be of a different grade and is deposited in a dense film. We regret that a sample of the ink was not sent to us for trial. It is evident that the ink lacks body and covering capacity. Possibly it was reduced with varnish which lowered its tinctorial value. This is an error seldom made nowadays, for pressmen generally carry at least two grades of half-tone ink. The addition of a small quantity of soft half-tone ink to an ink that picks the stock in the solids is a more logical treatment than to add a reducing varnish or a grease. At no time in the history of inkmaking have the requirements of printers been met more promptly than at this period. An inkmaker recently made the statement that at this time there is scarcely a condition or a combination of circumstances in a pressroom that can not be readily met by the inkmaker with the aid of his chemist. Pressmen need scarcely worry or lose sleep over ink troubles. Put them up to the inkmaker.

A FIVER.

"In what shape did he appeal to you for help?"

"His appeal was V-shaped."—*Baltimore American.*

Written for THE INLAND PRINTER.

AN UP-TO-THE-MINUTE PRESSROOM.

BY S. H. HORGAN.

READER, just stop a moment and see if you can comprehend these figures: They refer to a newspaper pressroom just opened in New York in which there are five Hoe presses with a capacity for printing 372,000 sixteen-page papers an hour, using up more than a ton of paper a minute. Difficult to grasp, isn't it?

Let it be put in another way: These presses will print on both sides an unbroken ribbon of paper, two pages wide, at the rate of 12½ miles a minute or 750 miles an hour; 25,000 miles of paper, or sufficient to go around the earth, printed on both sides two pages wide can be printed in thirty-three hours. Can you catch that?

Or put it still another way: These presses use up 102 rolls, each 32 inches in diameter and 67 inches wide, each one weighing about 1,400 pounds, so that in an hour about 71 tons of paper has passed through the presses.

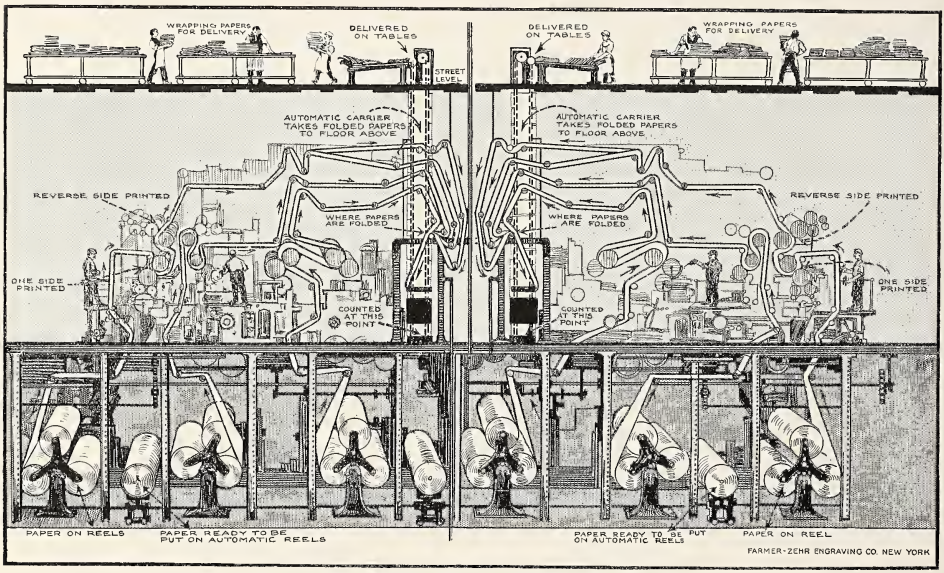
These figures may appear stupendous, but what the printer will appreciate is the way the paper is handled and the illustration explains it most graphically. Instead of the rolls of paper being hoisted up to the top of the press and after printing upon be delivered folded at the bottom of the press to be carried away to the mailing-room by boys, in this plant the rolls of paper are handled in the subbasement under the pressroom. The paper is reeled from there through slits in the floor, where all fluff and dust is brushed from it, then through the rapidly revolving presses to the folders from which the papers are whisked to the delivery-room on the street level all counted and piled on tables. Why was not this plan thought of before?

This only begins to tell the marvels of this up-to-the-minute pressroom. It will be noticed, in the illustration, that the reels of paper in the basement are in groups of three. This is so that a new roll may be fed to the press without stopping, which is accomplished by what is called the "flying paster." When a roll of paper is about exhausted the operator in the basement touches a button which causes the press to slow down slightly. He has the edge of the new roll of paper covered with paste which he slaps quickly against the end of the old roll, the paper from the new roll is drawn through and the press speeded up again to 300 revolutions a minute, so there is practically no time lost in changing rolls of paper.

Each of these gigantic presses is 51 feet long, 9 feet wide and 12 feet 6 inches high, and is composed of about 17,600 parts, the weight of each double press being approximately 110 tons. Each press is driven by two sixty-horse-power motors with two five-horse-power auxiliaries.

Even more wonderful is the manner by which these presses are stopped, started, moved slowly, or speeded up. All by means of push-buttons which a child could manipulate. Each double sextuple press has twenty-six button stations from which it can be operated. At each station there is a safety button, which protects every pressman from a sudden starting of the machine. When he pushes that button to "safe" he locks the press so that no one can move any portion of the press until that particular button has been pushed to "run" position. The ink to all the fountains in the presses is pumped through pipes from a tank holding 17,000 pounds of ink.

All this marvelous mechanism is required to supply the daily edition of the New York *Times*, a paper which has won its success on the motto: "All the News That's Fit to Print," and proven that yellow journalism is not necessary to build up a great circulation.



Sectional View of the New Pressroom of the New York Times.

COST AND METHOD

BY BERNARD DANIELS.

An Estimate Wanted.

Each reader of the "Cost and Method" department is requested to send an estimate, based on the following specifications:

Eight thousand booklets — 20 printed pages and cover (cover printed pages 1 and 4). Trim size 3½ (7) by 6⅝ inches. Stock: Inside, 25 by 38 — 50 basis, sized and supercalendered; cover: 25 by 38 — 90 basis — tinted enamel. Printed with black ink. Bound: Saddle-wired (2 staples). Matter: Plain eight-point, with an average of one twelve-point heading to page, one small half-tone on cover.

Make your estimate on *your own estimate blank* and according to your own cost system and method of running the job. Indicating at the foot or in your letter accompanying it what profit you expect to make at your figures.

We shall use these figures as the basis of an article on estimating, but your name will not be published in connection with your figures should we use them.

The One-machine Plant.

The builders of typesetting machinery have argued long and loud over the one-machine plant from their point of view, but at this time we desire to take a different and broader angle of view and include in the subject the single machine of any kind.

All over the country are scattered printing-offices which come under the "one-machine" classification, either in part or as a whole, and it is to the owners and managers of such plants that this article is addressed. They are in a class by themselves because they have many difficulties that the larger plants escape.

In discussing this subject we are not going to mention any machine by name, but try and show the one-machine man how a careful record of performance and cost will help him make the most of his opportunities.

In the composing-room the single machine can not be run as cheaply as a battery of several machines; but by carefully selecting the work that the machine can do more economically than the hand-worker, it will pay. But to find out just what it can do most economically in your plant you must keep your own records, which you will find surprisingly different from those the salesman will show you, and your records must be kept in such a manner as to show not only the cost per hour, the cost of the work on each particular job, and the amount of product per hour on the machine, but also the cost of the additional hand labor required to complete the product up to the point at which it is ready for further handling or delivery. A comparison with the cost of a similar, or perhaps the same job at another time, will give you the comparative value of the machine, and the question of judgment will then come in to decide which way that particular job shall be done next time. A record should be kept of such decisions and frequently referred to.

If a large majority of the decisions are against the machines you must either look for work more suitable for the machine or carry it as a necessary evil for the job it does fit and endeavor to get a price according to your cost records, meanwhile giving the machine all the work it can do without unduly increasing the cost of the jobs.

In the pressroom the single machine does not always mean a one-press pressroom by any means. It is more likely to mean a plant containing one press each of several kinds or makes — showing good salesmanship on the part of the representative of the pressbuilder, and often poor judgment on the part of the buyer. Three presses of one size and make will often give a greater output and larger real profit than four presses of three or four different patterns even though some of them are really capable of running faster. The best results are, of course, always attained by having the machines that are most convenient for the workmen to use, and it is necessary for some one to try out all new makes of presses, but that is no reason why you should make your shop the proving ground for the pressbuilder.

Most of the "one-machine" pressrooms that worry their owners are the jobshops with one cylinder. It is always either too busy or with nothing to do, or the forms are either too large or too small. No matter what the size of the press it is always the same. You meet Smith and he tells his tale of woe on account of his 28 by 42 press that ought to be big enough to print a 32 by 44 sheet; and Brown who has a 33 by 46 is worrying because he can not print a 36 by 48. While perhaps in the next block is Jones with a 38 by 52 who is bemoaning the fact that all his forms are running to small sizes, and the editions are not long enough to warrant getting electros and doubling up to fill up the press.

In the bindery it is always the same. The cutter is just too small to handle the sheets from the big new press. The stitcher is always too light for that big tablet or the one stitcher will not turn out that big order of booklets quickly enough. Or perhaps it is the one folder that is just an inch too small to carry the sheets thirty-two pages on.

What is the lesson? Why, just this: The one-machine department must be considered as in embryo and care taken to take for it as much of the work that will fit it as possible, and when necessary to do so worry through with the extra big job by splitting it up, or in some cases by farming out that part of it.

The man with the one-machine plant or department is like a company of skirmishers on a line of battle. He must exercise eternal vigilance not to become involved in a scrimmage with a force so large as to overwhelm him, and yet he must be ready to do and dare everything he can possibly get away with.

If you are a one-machine man do not lose your head and plunge and practically drown out your profits by getting

in too deep, nor yet stay so close to shore that you barely get your feet wet and have none of the pleasure of the swim.

Keep a close watch on costs and switch all the work possible to the "one machine," and when you can keep it busy eighty-five per cent of the time by actual carefully made time-records begin to look for another, and not until then. Better share some of your prosperity with your competitors than kill your own profits by having two machines only forty to fifty per cent productive.

The Cost of Carrying Stock.

This is an item of cost that the smaller city printers with the paper-dealer and supply house around the corner do not know anything about; and it is a real substantial cost, as can easily be proven by a little figuring.

The country printer a thousand miles from the type-founder, the wholesale paper house, the electrotyper, and the trade binder is dependent upon his own resources for anything needed in less than a week. Even the fellow only half that distance away must have in stock any material needed in less than three days, unless he wants to pay for telegrams and express charges.

Again, the country printer and his brother in the smaller cities and towns must buy in larger quantities than his city competitor, as the carriage charges add too large a percentage to small lots of stock. Where the city printer buys just enough of cut stock for his job the country printer must usually buy a full ream, or a full hundred sheets of cardboard, or a case of paper, and carry the remainder until opportunity offers for its use.

When in discussing charging and estimating we recommend the adding of 10 per cent or 12½ per cent for handling stock, there is often a chorus of cries that "it does not cost that much" — that "it is robbing our customers" to do anything of the kind. Is it? Let us consider for a little just what it does cost to carry and handle stock. The stock carried by the average out-of-the-city printer will usually turn over in three or four months, and the value is usually about a fourth of what he handles in a year, or perhaps a third. Taking an ordinary plant doing a business of say $50,000 per year and handling for this $16,000 to $17,000 worth of stock, there will always be on hand about $5,000 of stock.

Now let us see what this costs per year:

Interest on $5,000, at 6 per cent per annum	$300.00
Depreciation and waste in handling, say 3 per cent	150.00
Rent of storage space, about 1,000 square feet	150.00
Labor, storing and handling, one-fifth one man's time, at $12 per week	120.00
Total annual cost of carrying $5,000 stock	$720.00

This shows a cost of 14½ per cent on the cost value of the stock, and the only item in it that is estimated is the depreciation and waste. In the plant from which these items were derived the stock was turned over more than three times a year, the actual amount handled being nearly $17,500 and the unaccounted for waste used up in making dummies, odd sheets left over, soiled top sheets, sheets finger-marked in counting, etc., totaled up to 1.83 per cent, as most of it was used in small lots. We are sure that one per cent additional for bad bargains and changes of price causing a lowering of value is not too much. However, we would suggest that you figure out your own costs along these lines, and see just what the real figure is. It is almost sure to be more than ten per cent, and if a share of the overhead expense is included, it will likely be fifteen per cent.

Handling Outside Work.

There are times when even the much overequipped printing plant has more work than it can conveniently handle within its own walls, and many times when almost every plant has more than it knows what to do with in some one or more departments. Usually such a state of affairs is made an excuse for further overequipment and greater loss in dull times. The correct remedy is to share your prosperity with your fellow printers and give them some of the work.

There are a few printers who do this and are handling a much larger business on the same amount of capital than their fellows who insist upon doing it all themselves.

In other lines of human endeavor this dividing of the work is the usual method, and many manufacturers buy a number of their parts and only make a few and do the assembling, being thus able to make better profits. Until the present time the printer has refused to do this to any extent and has consequently found himself compelled to build up top-heavy plants that must either be run at a loss or remain idle a portion of the time to a greater or less extent.

Sometimes we think this is because the printer, of all manufacturers, is the one who allows a false pride to stand between him and success, and again the thought comes that it may be because he does not know exactly how to handle this class of work or rather this method of working.

There are few strictly trade printers in the United States, but in England and Europe there are quite a number, though there are some lithographers who largely handle trade work for the printers. This renders the printer who has work that it would pay him to give out suspicious of the outcome. He is afraid the man who helps him will try and cut his throat. The time is rapidly approaching, however, when the printer will divide his work, just as is done in other crafts, and place the different portions with experts in that particular part.

We already see this in the machine composition plants. They are patronized by the men who have machines as well as by those who have not. This is the entering wedge. Printers are learning that even a million ems is not a warrant for buying an extra machine and are farming out the surplus above their capacity. To a smaller extent the same thing is done in the binding — many printers do the small editions and send the medium and larger ones to the trade bindery. And this habit is growing, as it should.

Properly handled, the work done outside gives you a surer profit, if not so large, than the work you do in your plant. You divide the chance for mistakes in estimating or eliminate them from this portion of the work. All that is needed is a little system in handling the details.

First a few precautions: Get the other fellow's price before you estimate — don't make your own figure and then guess the other fellow will allow you a margin. Make up explicit specifications and get his price, add something for your cost of handling before and after, and add something for profit — easy, isn't it?

Now for details. After using more than ordinary care in getting the estimate right, make your instructions to the printer who is doing the work for you very explicit on all points; better be too careful before than too regretful when the work is done wrong; and always write out your instructions on the typewriter and keep a carbon copy. No, the other fellow is no worse than you are, but it is not safe to trust to memory or poorly written pencil notes.

Whether the portion of the work you give out is composition, presswork or binding, insist on seeing a final

proof just before going ahead and make sure that you look it over carefully and mark it O. K. If you are doing the work for the other fellow refuse to proceed further without the O. K.

Specify carefully the manner of delivery, whether in bundles of a certain number each, or cased, or loose; and who is to do the hauling and handling. These items make a difference in the cost of the job.

Don't pass an error on the part of the worker on one part of the job because you think it will be a little trouble to remedy and that the next man or the final man can fix it up all right, unless you expect to pay the man who fixes it for his trouble and labor. It is such things as this that make the handling of outside work such a bugbear to the average printer. He expects the outsider to make good his mistakes.

To sum up, the requisites for handling outside work with comfort and profit are a fair and reasonable understanding with the party of the second part as to the kind of work you expect from him, and the kind of material you are going to furnish him, and a living up to the agreement. Then all that is required is a little care in the following details:

Careful estimating according to known basis.

Explicit specifications for the outside man to figure on.

Explicit instructions written on the typewriter for him to follow during the work.

Care in examining and marking the O. K.

Care in specifying manner of delivery.

Promptness in doing your part of the work.

Careful pricing when all is finished.

And all through the work a careful observance of the sense of justice that at each successive stage the next man shall receive the proper service from the man ahead of him.

The fact that outside work divides responsibility and loss and tends to make more certain the profits has led to the creation of a class of contractors in the building and engineering trades who do only certain portions of the work they take and sublet the balance; and the probabilities are that in the very near future we shall have the printer contractor who will take the contract for building a book just as the building contractor takes the contract for the whole building and sublets it to the various mechanics and subcontractors who specialize on the different parts. And who knows but we shall have the architects of the book and catalogue to design it and supervise its construction.

The Making of a Price-list.

A price-list of the most frequently used kinds of commercial printing is a very useful thing to the salesman in a city where he must frequently quote prices offhand to satisfy his customer. It is a bad practice to quote verbally while talking to your prospect unless you have such a list. But you must be sure that your list is figured correctly and well balanced.

The correct method of figuring such a list is to estimate the cost of composition, lock-up, make-ready, stock, and running and delivery on the smallest quantity, and then add the stock, running and delivery on the larger quantities. Too many printers figure the price on one thousand and deduct for the smaller quantities, and nearly always make the price for the small quantities entirely too low in proportion.

The following price-list sent us by a subscriber in the Southwest will serve to illustrate what we mean, and, as he asked us to criticize it, he will no doubt be glad we can give other printers the benefit of our criticism.

PRICE-LIST OF JOBWORK.

	250	500	1000	Sub.
LETTER-HEADS, 8½ x 11:				
National Bank Bond or Seal	$2.00	$3.00	$4.00	$3.00
Southland or Yukon-Aurora	2.00	2.85	3.75	2.85
Ambassador Bond	2.25	3.25	4.75	3.75
NOTE-HEADS, 6 x 9½:				
National Bank Bond or Seal	2.00	2.25	3.25	2.75
Southland or Yukon-Aurora	1.75	2.00	3.00	2.50
STATEMENTS 5½ x 8½:				
Seal of Texas	1.85	2.15	3.15	2.85
Yukon-Aurora	1.75	2.00	2.90	2.65
BILL-HEADS:				
Seal of Texas 2's	3.00	3.50	5.00	4.00
" 4's	2.00	2.75	3.50	3.00
" 6's	1.85	2.50	3.25	2.75
Yukon-Aurora 2's	2.25	3.00	4.50	4.00
" 4's	2.00	2.25	3.25	3.00
" 6's	1.85	2.00	2.85	2.25
ENVELOPES:				
Excello XXX 6¾	1.60	2.00	3.15	2.65
" XX 10	2.00	3.00	4.25	3.75
Ambassador Bond 16lb	2.25	3.50	4.50	4.00
BUSINESS CARDS:				
No. 88, R. C. or Sq. C	1.25	1.50	2.50	2.00
No. 63, " "	1.30	1.60	2.75	2.25
No. 55, " "	1.50	2.15	3.00	2.50
POSTERS, MEDIUM COPY:				
6 x 9 Assorted or White	1.60	1.85	2.30	1.50
9 x 12 " "	2.50	2.80	3.50	2.25
12 x 18 " "	5.00	5.75	6.75	3.50

The above list has evidently been made arbitrarily by dropping even quarter or half dollars from the figures for the first thousand. To show how this works we will figure up 250 of the first item, as follows:

	First 250.	Add. 250.	Add. 500.
Stock	$.33	$.33	$.65
Add for profit	.08	.08	.16
Composition	1.65		
Make-ready	.45		
Running 250	.18	.18	.36
Ink	.03	.02	.03
Delivery	.10	.03	.06
	$2.82	$.64	$1.26

To show how different such a list would look when thus figured we show nearly the entire list, which shows that the price for small quantities in the original list were mostly too low, while those for the larger quantities, and especially the extra thousands, were often too high.

PRICE-LIST OF JOBWORK.

	Cost of Stock per M.	250	500	1000	Add. M. same time.
LETTER-HEADS:					
National Bank Bond	$1.30	$2.85	$3.45	$4.75	$2.50
Southland Bond	.90	2.70	3.25	4.25	2.00
Ambassador Bond	1.85	3.00	3.85	5.50	3.25
NOTE-HEADS 6 x 9½:					
National Bank Bond	.80	2.10	2.60	3.60	1.85
Southland	.54	2.00	2.40	3.20	1.60
STATEMENTS 5½ x 8½:					
Seal of Texas	.70	2.05	2.50	3.50	1.75
Yukon-Aurora	.50	2.00	2.45	3.25	1.50
BILL-HEADS:					
Seal of Texas 2's	1.96	3.00	3.80	5.50	3.25
" 4's	.98	2.75	3.25	4.30	2.00
" 6's	.65	2.65	3.05	3.90	1.60
Yukon-Aurora 2's	1.40	2.85	3.50	4.80	2.60
" 4's	.70	2.65	3.05	4.00	1.70
" 6's	.47	2.60	2.95	3.75	1.50
ENVELOPES:					
Excello XXX 6¾	1.05	1.50	2.00	3.00	2.10
" XX 10	1.44	1.55	2.15	3.50	2.60
Ambassador Bond 6¾	1.90	1.75	2.50	4.25	3.25
BUSINESS CARDS:					
No. 88 R. C	.60	1.85	2.20	2.90	1.50
No. 63 "	.70	1.90	2.30	3.10	1.60
No. 55 "	.80	1.95	2.35	3.25	1.70

The basis of figuring in this table is that of the Price Book of the United Typothetæ of America, the edition dated March, 1911, and would prove low for the present

time in some localities, as the report made at their recent convention showed a considerable increase in the cost of composition.

Estimates Versus Facts.

Among those printers who do not install cost systems and who sometimes say and feel that a cost system is more bother and expense than it is worth are many who feel in their own minds an unrest and dissatisfaction with their own figures and a desire to compare them with others; which, of course, they can not do, being made on a different basis.

The following letter shows the feeling and also the erroneous methods into which they sometimes stray:

The Inland Printer, Chicago, Illinois:

DEAR SIRS,— Am submitting estimate of cost of linotype composition in this shop, on which I would like your opinion as to correctness of method of figuring.

Combined cost of machine and melting furnace was about $2,500. Have 1,000 pounds of metal, at 8 cents per pound.

Have figured cost as follows, for a year:

Salary of operator, at $20 per week	$1,040.00
Depreciation in metal, 25 per cent	20.00
Depreciation of machine, 5 per cent	125.00
Repairs on machine	25.00
Interest on investment, 5 per cent	125.00
Taxes and insurance	25.00
Power and light	36.00
Gasoline	64.00
Fuel for furnace	10.00
Rent	5.00
	$1,475.00

Dividing $1,475 by 52, we have $28.36 per week. With ten working hours per day, or sixty hours per week, we should thus make the cost 47 cents per hour, if all were chargeable time. However, I would figure only seven of the ten hours as chargeable, making the cost per hour about 67 cents.

How far am I off, and on what items?

It will be noted that the wages of operator are low for a good machinist-operator such as is necessary to get results out of a one-machine plant; that the rental of $5 per year is evidently an error; that taxes and insurance of less than one per cent is also an evident error, probably about one-half of what it should be; that there is no allowance for lubricating oil and incidental expenses; and, finally, the figures are based on a ten-hour day, which is almost obsolete. Interest is also taken at too low a figure.

Our idea is that such estimates should be made only from actual records, and the rate per hour found by dividing by the number of hours actually sold — not only used but sold.

Making the corrections named above we should figure the hour cost of one machine of the value given by our correspondent, which seems low to us, as follows:

Investment, machine and furnace	$2,500.00
Investment, metal	80.00
	$2,580.00
COST OF OPERATING:	
Operator's wages	$1,040.00
Interest on investment, 6 per cent	154.80
Taxes and insurance	50.00
Rent, 100 square feet, at 5 cents per foot per month	60.00
Power and light	36.00
Depreciation on machine, 10 per cent	250.00
Depreciation on metal, 25 per cent	20.00
Gasoline	64.00
Fuel for furnace	10.00
Repairs to machine	25.00
Oil, rags, etc	5.00
Department cost of machine	$1,714.80
Share of overhead for superintendence, selling, delivery, office expenses, advertising, proofreading, etc., say 50 per cent	857.40
Total cost of machine for year	$2,572.20

300 days of 8 hours, per year, gives 2,400 hours; 70 per cent productive gives 1,680 hours, at $1.53+

If a 9-hour day is worked there will be 2,700 hours; 70 per cent productive gives 1,890 hours, at 1.36+

A 10-hour day gives, on same basis, 2,100 hours, at 1.22+

These figures are cost, and a profit must be added to them in selling. They should not be used by others as the cost of operating a one-machine "lino" department, as the price of a modern equipment is about double what our correspondent gives, and this would increase all items of fixed charge. This example is given to show how easily a well-intentioned printer may be misled in attempting to get at his costs without following some good system that has been standardized to the business. If the rest of his business is figured out similarly he will either lose money or the other departments will be carrying an unjust load. This is especially true of the items comprising the overhead or general expense such as proofreading and superintendence, and the proving and handling of the matter until it is ready for the make up, all of which our correspondent failed to account for and which he can not afford to allow his operator to do and stop the machine.

This question of distributing the burden of expense over the various operations is the stumbling-block over which even expert accountants have fallen down for years, and been satisfied to give annual statements of profit and loss which were correct so far as they went but useless as a guide to the printer in getting at the selling price, or rather the cost price of his product.

Study this over a little and send to the United Typothetæ of America or the National Ben Franklin Club for sample blanks and directions for working a simple but accurate cost system that will show you the exact cost of every man and machine in your employ if you desire it, or of each department if that is all you need.

Efficiency as a Cost-reducer.

The fad of the hour is the so-called scientific management or efficiency which we hear from the lecture platform and in the columns of the trade journal almost perennially, and in almost every case the speakers and writers harp upon it as a cost-reducer. Real efficiency means the nearest to perfection in product and method that our present education and mechanical training will permit, and the higher the efficiency the lower the cost per unit of production; but here is where there comes in a large factor that we must not overlook in our mad chase after efficiency as a cost-reducer.

The first stage of results after the systematizing of a plant and the application of more scientific methods is an increase of efficiency larger than any future improvement will produce. It is the first big jump from absolute inefficiency and happy-go-lucky rule-of-thumb methods to the exactness of scientific systematization; the gap is a broad one and it takes a big jump. The noticeable result is usually a decided increase in the amount of output, which naturally means a reduction of cost, and in this lies a great danger, especially among printers who are largely in the habit of charging up the work done on a job according to the time-ticket when there is no estimate and of charging less than the estimate when the job comes through in less than the estimated time.

All efficiency records are made on a basis of averages and are therefore misleading unless used as such. It is too much to expect that a record be kept of a workman's physical condition and its variation from day to day, although all students of efficiency know that this will affect his product to quite a considerable extent; but it is also known

that, given a hundred workmen, their average physical condition will remain at normal because some are at the highest stage of efficiency while others are at the lowest, and the result is an average which is the normal rate of that class.

When the estimator and pricemaker become educated to the point of taking this normal or average efficiency as his factor in making prices or charges he is on safe ground and can make figures that will stand the test in the shop and make profits for the firm.

This basis being reached, it is possible by improved conditions and materials to gradually increase the average efficiency of any group or class of workmen and so reduce the final cost of the product. This is possible in the printshop as well as the machine-shop, and should be the aim of every master printer who desires to make enough to retire at such an age that he has left in him the capacity to enjoy the fruit of his labors and before life becomes a burden.

To accomplish this, however, he must bear in mind one caution. Do not reduce your price because of a slightly increased efficiency. Do not aim to make the lowest possible price because efficiency has reduced your cost. Rather maintain the average market rate and take for yourself the extra profit which your brains and energy have given you through the efficiency you were wise enough to bring out in your plant.

There is no doubt that the profits in the printing business are to be much greater in the future and also that the individual workman will have better chances to make more according to his efficiency, and that notwithstanding the worker will make higher wages his product will be reduced in cost per unit of production, but not every employing printer, nor every working printer, will be wise enough nor patient enough to train himself to this greater efficiency of his own efforts while at the same time conserving his energy so that the greater product will really be at the expense of less fatigue of brain and body than the present. But there will also be a sufficient number of those whose efficiency will just pass muster to make it necessary for the estimator to figure on the average.

Efficiency will reduce costs, and when the product is sold at the correct average price efficiency will increase profits, and this is what every printer — employer and employee — should strive for.

PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION.

All over the world men of vision have recognized that with the opening of the Panama Canal will come to the waiting land of the western slopes the man with the hoe, the man with the new idea, the man with money, and that a period of development probably unrivaled in the history of nations will begin. The great undeveloped Southwest will be developing all sorts of things for human use, and will hum in cities now established and to be built in years to come. Men highly trained in all lines of industry, seeking opportunity for investment of money or brain and economic independence, will invade these States to participate in their new era of development, and the West, recognizing her need of such men, will extend hearty welcome.

The great exposition to be held at San Diego every day of the year 1915, celebrating the formal opening of the canal, is to be unique in that its great purpose is to reveal to these men, and all others, whatever their vocation, not only the needs of the vast undeveloped portions of the Western States and of the foreign nations participating, but more the processes and methods of production and manufacture. Recognition of this unusual idea in expositions was quick among progressive citizens of South American and Latin-American countries, and these have entered upon plans for magnificent displays, in keeping with the motive of the San Diego Exposition, with rare enthusiasm. The States of the West have been equally quick to see the educational value of such an exposition, and the plan of showing "not what man has done, but how he is doing it," has found cordial indorsement everywhere. The neighborly nations of the southern continent have evinced fine interest in the San Diego Exposition, and expect to reap therefrom a large increase in trade exchange with the United States.

The great central thought of the San Diego Exposition is to teach the "how" of production. To accomplish this there will be gathered and shown the most comprehensive display of processes, including those of manufacture, ever assembled. This is emphasized by the limiting of exhibition buildings to fifteen, exclusive of State and foreign buildings. One great purpose of the exposition will be to teach practical men practical ways of doing practical things, and in the manufactures building will be shown the widest array of processes of manufacture possible. This conception and this purpose constitutes the most striking claim of originality and educational value of the San Diego Exposition. While these processes will demonstrate by actual operation the production of things, no space will be given to a display of products, and the things produced will be removed from the exhibition buildings.

These exhibitions of processes will cover virtually every field in which manufacturers engage, and while they will show the most modern methods employed, the progress of man in the development of these processes will be shown also in exhibits of the earlier methods employed, from the simplest and crudest that marked the beginning of these industrial lines to the most modern and advanced systems used. The record of industrial evolution will be written as completely as ingenuity can devise.

There will be something of practical value to every visitor to the San Diego Exposition, and to make it such no effort is being spared. The enterprise will show to the immigrant from foreign lands, to the homeseeker from other States, to the laborer, the artisan, the farmer, the manufacturer, the builder, to every comer, the opportunities offered by every State and nation participating, present actual conditions in these communities, and make easy the selection of a place to live where conditions are of the character sought and where the opportunity is greatest in the line in which the exposition visitors may be interested.

OLD BOOKS.

New books for old, if cried through the streets, might bring the crier not a few treasures almost as precious as Aladdin's wonderful lamp. A hasty and afterward much regretted exchange of this sort was not long ago made by Sir Herbert Maxwell, as report avers, and he is now cautioning others to learn a lesson from his experience. Desiring the latest edition of a standard work of reference, and feeling unwilling to pay out the £35 demanded for it by the bookseller, he searched his library for something to offer in exchange, and chanced upon a set of the *Sporting Magazine* complete (1793-1870), which he innocently offered for the reference work. The offer was accepted without delay. Not many weeks afterward he experienced a sensation upon reading that a set of the periodical in question had just been sold at auction for £950. And now he is advising deliberation and care in the weeding out of old books from one's library.— *The Dial.*

MEETINGS

Master Printers Organize.

The Master Printers of Easton and Phillipsburg, Pennsylvania, met on Tuesday, January 28, and after a banquet effected an organization with the purpose of forming a branch of the United Typothetæ. E. P. Rush, of Easton, presided during the preliminary program. John R. Demarest, of Newark, addressed the meeting and told of the objects of the Typothetæ and the benefits to be derived from an organization of this kind. A committee was appointed to nominate officers for a permanent organization and reported the following, who were elected: Harvey Mack, president; J. Floyd McPherson, vice-president; Clifford B. Fowler, secretary, and E. P. Rush, treasurer.

Conference on Scientific Management.

A conference which will be of great interest and value to all who are interested in scientific management will be held under the auspices of the Western Economic Society at Hotel Sherman, Chicago, March 14 and 15, 1913. The leading advocates of scientific management will present the fundamental features of their plans, and opportunity will be given for discussion, questions and criticisms.

Papers will be offered on such topics as the following: The Spirit of Scientific Management, Scientific Management from the Manufacturer's Point of View, Scientific Management Versus System, Scientific Time-study and a Proper Task, Wage Systems and Their Consequences, The Planning-room and Functional Foremanship, The Importance of Standardization, Organization and Personnel, The Selection of Employees, Scientific Management in Commercial Enterprises, The Social Significance of Scientific Management, Scientific Management and the Laborer, Some Object-lessons in Scientific Management, The Taylor System.

These papers will be presented by C. G. Barth, Dr. K. M. Blackford, M. L. Cooke, H. Emerson, F. M. Feiker, J. P. Frey, H. Godfrey, H. K. Hathaway, H. P. Kendall, H. W. Reed, F. W. Taylor, C. B. Thompson, S. E. Thompson, A. Walker, W. B. Wilson, and other speakers equally as prominent.

The executive offices of the society are located at Fifty-eighth street and Ellis avenue, Chicago.

Newspaper Institute at Seattle, Washington.

A debate over the cost system for country job-offices that was stopped only by nightfall and was later taken up at a reception in the evening at the Seattle Press Club marked the first day of an institute held at the University of Washington, January 13-15, by the newspaper men of the State of Washington. The other two days of the institute, which those attending asked to have made an annual feature, were given to advertising and the handling of news. The proceedings of the three days, containing a mass of technical material, will be printed as a bulletin by Edwin A. Start, extension director of the University.

The trouble with the printing business, according to Seneca C. Beach, of Portland, Ore., Pacific coast representative of the United Typothetæ of America, is that most proprietors and managers know nothing about how to sell their product. Most such business, asserted Harry S. Stuff, proprietor of the Stuff Printing Concern, Seattle, is handed to the printer. Very little of it, he declared, is really created. W. E. Brown, of the Seattle *Post-Intelligencer*, was inclined to doubt the workability of the cost system in country shops, thinking that the extra bookkeeping would prove prohibitive. Fred W. Kennedy, instructor in printing in the university, said that the way to keep men and get results from them was to treat them well, giving them raises in salary when their work merited it instead of waiting until compelled to do so. The Seattle branch of the Typothetæ entertained the newspaper men at luncheon on January 14 in the Seattle Hotel.

The Indiana Printers' Cost School.

The printers of Indiana met in general assembly under the auspices of the Ben Franklin Club of Indiana at the Hotel Washington, Indianapolis, January 23-24. The club had decided to break away from the usual order of conventions and devote the time to actual work along cost-finding lines. To that end they secured the services of R. T. Porte, of Cincinnati, who was ably assisted by Thomas W. McGlaughlin and Theodore J. Turner.

The meeting was opened Thursday morning by a felicitous little address by H. R. Danner, president of the State club, which was responded to by Schuyler Miller, of Peru. Early in the afternoon tables were brought into the assembly-room and the "students" were provided with pencils, scratch-paper and the necessary blanks for entering a job, keeping time on it, transferring the time to the experience-sheets, and finally ascertaining the costs per hour. In this work Mr. Porte began at the primary grades and followed right through it all, simplifying every operation by explanations and examples.

The evening meeting took the form of a general discussion with Mr. Porte as the leader. The entire evening was profitably spent in asking and answering questions, and it was the opinion of every one present that never was there gathered together a more interested aggregation of printers.

The next day was given over entirely to the continuance of the cost-finding school, and as the study advanced the "students" became more and more interested. Full explanations were given of the Ben Franklin and Standard systems. At the close of the day several "students" remarked that more good had been accomplished in the two days of teaching than could have been accomplished in a half-dozen general conventions.

On the afternoon of the second day the reports of the secretary and treasurer were received and approved. President Danner made another little talk, complimenting his coworkers on the year's accomplishments. The secretary's and treasurer's reports showed the club to be entirely out of debt, and developed the fact that not a single contribution had been asked or received from any source in order to finance the gathering. It was reported that sufficient money was in the treasury to liquidate every obligation, and this statement was received with loud applause.

The election of officers followed, resulting in the promotion of the secretary, Julian Wetzel, manager of the Keystone Press, Indianapolis, to the office of president, and the promotion of D. P. Porterfield, Anchor Printing Company, Indianapolis, to the combined office of secretary and treasurer, Mr. Porterfield having previously filled the office of treasurer alone.

The two days' school closed in a blaze of glory with a banquet at the board of trade, at which George M. Cornelius, president of the local club, presided. The guests of honor were Henry Allen, secretary of the national organization, the new officers of the State club, representatives of

the various printing and allied industries in the city, the district chairmen and the board of directors. The speeches were confined for the most part to short after-dinner remarks of a more or less serious nature. The new president endeared himself to the boys in a few well-chosen and heartfelt remarks. William B. Burford, the Nestor of the printing industry in Indianapolis, related some experiences of his fifty years of active business in Indianapolis. C. P. Lesh, of the Lesh Paper Company, spoke on the relation of the printer to the paper house; Frank McAllister, of the Indiana Paper Company, spoke interestingly of the progress being made in all lines of endeavor, particularly in ours. Henry Allen spoke entertainingly of the printer as a business man, and Mr. Porte spoke briefly about the benefits of organization.

Poor Richard Club of Philadelphia.

The Poor Richard Club, of Philadelphia, which is composed of makers, buyers and sellers of advertising, held its seventh annual "junto," or banquet, on Friday evening, January 17, in the ballroom of the Bellevue-Stratford Hotel, with President Taft as guest of honor.

The room was beautifully decorated for the occasion with flowers and American flags. The stage was a solid bank of plants behind which was the orchestra. On one side was a plain white bust of Benjamin Franklin and above it hung the kite which has reposed in the rooms of the club since its organization. A large key was suspended from the kite.

As the strains of the opening march ceased every light in the room was extinguished and a spot-light turned upon the bust of Franklin. Following the time-honored custom, Mayer M. Swaab, Jr., delivered the club's toast to Poor Richard.

"Just 207 years ago you entered this sphere and with your arrival one of its most wonderful events occurred. A few years later you trod the streets of little Philadelphia, and with your arrival you made its history. We, your disciples, the members of the Poor Richard Club, almost worship at your shrine.

"Your works, your words live until this day and must endure forever. Prince of advertisers, we, your satellites, raise our glasses and drink to you, Poor Richard."

A unique feature which contributed to the interest of the evening was an arrangement whereby each of the diners could, by simply raising a telephone receiver beside his plate, listen to speeches, songs and instrumental selections delivered and played in the Lambs' Club in New York.

One of the speeches heard in this manner was by ex-Senator Towne, who vehemently declared that President Taft, during his administration, had done his duty to the people of the United States, regardless of politics, and expressed his hope and confidence that the nation would be reconciled to necessary reforms without the efforts of a third national political party. Another interesting feature of the phone entertainment was a rendition of "Why Did You Make Me Care?" by Max Rogers.

President Taft's address was preceded by talks from Mayer M. Swaab, Jr.; Representative J. Thompson Baker; Lafayette Young, ex-Senator from Iowa; Dr. Martin Brumbaugh, superintendent of public schools, and Herbert N. Casson, magazine writer and advertising expert. Louis J. Kolb, president of the club, was toastmaster of the evening.

Superintendent Brumbaugh in his speech referred to Franklin, declaring that he had a superabundance of a quality which too many business men of to-day lacked — imagination. His great imagination, he said, gave Franklin the power to see into the future as well as to solve mysteries of science.

Ex-Senator Young, who is also a Des Moines editor, opened his address by saying that he was a real disciple of Franklin, perhaps the only one present, as he was a practical printer. In touching upon the problems of advertising, Mr. Young spoke of the results produced by master minds in this great department of business, and said he rejoiced that advertising is now more sincere, more on the square and greater than it ever was.

President Taft was the last of the speakers, coming into the room after addressing the Clover Club. His entrance was greeted with a loud burst of applause and cheering and waving of handkerchiefs, which lasted for some time when the song "He's a Jolly Good Fellow" was started and all joined in. His brief but stirring address made a profound impression, and at its conclusion the applause was even louder and more sustained than at his entrance into the room. He referred good naturedly to his recent defeat at the polls, and said that he was enjoying the last three months of his administration more than any of the preceding months, adding:



EDITH.

Two-year-old daughter of H. G. Pottle, with the Peterson Linotyping Company, Chicago.

"There seems to be a kind of lifting of responsibility, an expectation of somebody else to step forward and first occupy that pleasant relation of dispensing the things that are needed, and then, that still pleasanter relation of carrying everything under heaven on his shoulders and being the object of the criticism of every good writer and every bad writer in the four years of his administration.

"It is not, my friends, that I would have you think that I would not have been better pleased by another four years of that dreadful responsibility, but I am philosopher enough to know that when the water has run under the mill to appreciate the situation that the Lord presents, and make the best of it.

"I sincerely hope that you will all enjoy during the four years next to come an abundant prosperity. I venture to think that with your relation to the public and business conditions, you perhaps feel the pulse of business with more certainty than any other class, and I hope that you think we are on the eve of a great movement forward of material prosperity because with that comes everything else good."

Midwinter Conference of Photoengravers.

The conference of manufacturing engravers from the Middle and South Atlantic States, held last month in Philadelphia, was a great success, both in attendance and in the amount of information distributed. The officers and Executive Committee of the International association were on hand, with the exception of H. B. Blatchly, of San Francisco, and John C. Bragdon, of Pittsburgh, who was kept away by illness.

It was expected that the Executive Committee would be able, from the mass of reports of cost systems they now have on hand, to formulate or suggest a scale for selling engravings that would be equitable, but they were only able to report progress at the close of the conference.

The Philadelphia Association of Manufacturing Photoengravers were hosts to the visitors, who numbered nearly one hundred. One of the interesting features of the second day of the conference was the presence by invitation of Matthew Woll and Louis A. Schwarz, president and treasurer respectively of the International Photoengravers' Union. Mr. Woll expressed his appreciation of the employers' courtesy and hoped that the two associations would meet frequently and discuss the economic questions in which employers and workmen were mutually interested.

Harry A. Gatchel, president of the Philadelphia association, presided, and Doctor Cattell, statistician, of Philadelphia, welcomed the visitors, to which President E. W. Houser, of the international association, responded.

It would be difficult to determine which of the addresses or discussions of the conference was most interesting. The paper of E. R. Currier, superintendent of the job-printing department of the Curtis Publishing Company, was considered most valuable, for the reason that his subject was "The Engraver from the Buyer's Point of View." And he did hold the mirror up to the engraver.

The other papers and addresses at the conference were by Messrs. Harry A. Gatchel, Max Levy, Victor W. Hurst, who suggested the conference, H. C. C. Stiles, L. B. Folsom, Louis Flader, I. H. Rubin, A. W. Sansom, Charles A. Stinson, B. F. James, John R. Bevan, John M. Keenan, George Underdown and others.

From an educational viewpoint a most valuable feature of the conference was the charts which George H. Benedict, of the International Cost Committee, showed as the result of tabulating cost-system reports from all over the country. They proved overwhelmingly Mr. Benedict's contention for years that engravers were losing more money than they could possibly believe on the minimum engravings.

In response to the request of the Cost Committee for records of the cost of square half-tones and zinc etchings the committee received replies from eleven firms in ten cities, and these figures tabulated showed that the average cost of minimum copper half-tones was $2.23 each and the average cost of minimum zinc etchings was $1.42 each. There is no engraver but is indebted to Mr. Benedict for the research he has given to this vital matter which has shown conclusively where the "leak" is in the engraver's profits.

The dinner tendered to the visitors was a delightful affair. Mr. Fred W. Gage, of Battle Creek, presided, and the speakers were Messrs. E. W. Houser, H. C. C. Stiles, B. W. Wilson, Max Levy, George H. Benedict, Edward Epstean, S. E. Blanchard, Gustav Zeese, Harry Hatch, Dr. Bodenheim and S. H. Horgan.

The officers and directors of the Philadelphia association, who brought about this conference and entertained the visitors so handsomely, were Messrs. Harry A. Gatchel, I. H. Rubin, Albert W. Sansom, J. H. Weeks, Charles W. Beck, Jr., Joseph McIntyre, John M. Keenan, John R. Bevan, Benjamin F. James, John E. Rogers, L. Bishton Botfield and Charles A. Stinson.

RIGHTS AFTER EXPIRATION OF COPYRIGHT.

Some light is thrown on a publisher's rights after the expiration of copyright or patent protection by the findings in the case of G. & C. Merriam Company vs. Saalfield (198 F, 369 U. S. C. C. A.). Here it is set forth that though the specific protection afforded by the federal law no longer obtains, if the manufacturer or publisher has used a name of "apt description" so long and exclusively that it has become generally indicative of his product, he has the right to continue the use of such name and to be protected against unfair competition. But "the right to protection against unfair competition is incidental only to an existing business, and there can be no violation of such right except as there is injury to the business and good will through loss of sales or damage to the reputation of the goods."

Profits can be recovered by the complainant in such a case, says the court, only on the ground of the loss of sales. "But it may be presumed that the simulation was one of the causes that induced defendant's sales and prevented complainant's." The court goes further and declares that in case it is impossible to determine definitely that the alleged simulation did actually result in sales, nevertheless an accounting of profits may be required.—*From Printers' Ink, January 10, 1913.*

In the case referred to an accounting was required and settlement was made.

TO THE MEMORY OF THE AUTHOR OF THE NATIONAL ANTHEM.

A memorial tablet to the author of "The Star-Spangled Banner" was unveiled, with appropriate ceremonies, January 11, in the Mount Vernon Place Methodist Episcopal Church, Baltimore, the site of the house in which Francis Scott Key died just seventy years earlier. The tablet was presented to the church by the Baltimore Chapter of the Daughters of the American Revolution, and was afterward set in its permanent place on the corner of the building, facing Charles street. Mrs. Charles W. Bassett, honorary regent of the chapter, conceived and largely brought to accomplishment this tribute to Key, and the Baltimore sculptor, Hans Schuler, designed the tablet, a medallion portrait set against a partly furled flag, with appropriate inscriptions and ornamentation. In her address Mrs. Bassett called attention to the little-remembered fact that the Maryland lawyer, poet, and gentleman to whom we owe our national anthem, as many call the poem, was also a prolific hymn-writer, having produced, among others, the hymn beginning, "Lord, with glowing heart I praise Thee." — *The Dial.*

PRICES BUTCHERED TO MAKE A VERMONT HOLIDAY.

Special sale — In order to dispose of the large variety of holiday goods, of which we have a complete line, we have decided to make a special sale price on each and every article. F. H. HALL CO., Undertaker, Embalmer, and Funeral Director.— *Montpelier Argus.*

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Machinist-operator and Job Compositor.

(1480) First-class job compositor and machinist-operator is desirous of making a change to some city of not less than twenty thousand inhabitants. Capable of taking care of all models of linotypes. Jobwork considered of a high class. Union.

Young Man Wanted to Take Charge of Job-office.

(1481) A first-class newspaper publishing plant in the East is looking for a young man who can take charge of and build up its job business. Owners willing to increase their machinery and facilities to handle more work, and would give party a liberal interest in the profits of the job business. Worthy of careful investigation by young man desirous of building up a business for himself.

Seeks Location as Pressroom Foreman in West.

(1482) Man of forty-five years, with twenty-eight years' experience on all kinds of presses, would like position in the West or Northwest as foreman of newspaper pressroom. For the last eight years has been superintendent of all mechanical departments on one of the big New York publications. Desires to make change on account of family. With his present employers twelve years.

Pressman.

(1483) Pressman, twenty-six years of age, with an all-around experience on various classes of printing-presses including automatics, and possessed of a wide mechanical knowledge, seeks to put the combined experience to the best advantage and would like to communicate with firm needing such services. Union.

Assistant Superintendent Wanted for Large Plant in Burma, India.

(1484) An assistant superintendent is wanted for the large American Baptist Mission Press at Rangoon, Burma. What is needed is a man who has a general operating knowledge of the printing business, and who will be capable of handling the business end of the concern. The press is under the direction of the American Baptist Foreign Mission Society, and the man who takes this position will need be a member of the Baptist Church. Over two hundred employed, and the concern occupies a fine plant. It is a fine opportunity for the right man. All inquiries will be promptly forwarded to proper party.

Seeks Location as Circulation Manager or Sporting Editor.

(1485) Young man twenty-four years of age would like a lucrative position as circulation manager or sporting editor on trade publication or newspaper. At present advertising manager of good trade publication, which is soon to be sold. Two years sporting editor of large eastern daily. Willing to start at medium salary. Twenty-four. Married. First-class references.

Foreman.

(1486) A country-bred printer, with twelve years' experience both in country newspaper and city job shops, at present in charge of one of the largest and most modern country newspapers in the United States, would like to make a change to a similar position within thirty or fifty miles of a medium-sized city, or take charge of a medium-sized city job-shop. Thorough job, ad. and make-up man. Position must be permanent in return for conscientious and painstaking workmanship. Not less than $20. Married; strictly sober and reliable.

Seeks Position as Job Compositor or Pressman.

(1487) Thorough job compositor and platen pressman would like position in either capacity in Mississippi valley or South Atlantic coast, but will go anywhere should the offer be satisfactory. Twenty-five years' experience in printing-offices. Strictly sober and willing to demonstrate ability. Nonunion, but would join the union if located in a union town.

Manager or Superintendent of Photoengraving House.

(1488) Practical all-around photoengraver, twenty-seven years of age, would like to connect with a firm as manager or superintendent. Now foreman of a newspaper plant. Belongs to several orders. Good habits. Unmarried.

All-around Printer Would Buy Interest in Plant.

(1489) All-around printer, who has worked himself up from a newspaper hand, through the various departments — job composition, presswork, linotype machinist-operator, reporting and proofreading — is desirous of locating in a warmer and more equable climate (Texas, Arizona or southern California), and willing to serve in any capacity. Has a thousand dollars he would invest in an interest in a small plant. Holds good position as proofreader in New York State, but eyes will not stand the heavy work it is necessary to do now. Member of several big fraternal organizations. Good "mixer" and could handle outside work.

All-around Country Printer.

(1490) All-around country printer, twenty-two years of age, having both city and country experience, understanding presswork or composing-room work, seeks a change. Operate standard linotype, 3,200 ems an hour. Will go anywhere. Prefers position in mechanical end of country plant, or as a linotype operator in a large plant. Can also help on editorial work of a country paper. Strictly sober.

Manager or Superintendent of Commercial Printing Plant.

(1491) Printer with thorough knowledge of the printing business, thirty years' experience, for the past fifteen years as executive and manager, would like to secure position as manager or superintendent of a commercial printing plant, preferably the Eastern or Middle States, but would be willing to go West. Accurate knowledge of paper stocks, estimating, ruling and binding, and has the ability to lay out complicated and large work for composing and press rooms.

Pressman Would Like to Go into City Office.

(1492) Young man twenty years of age, with four years' experience at presswork, would like to go into a city office under instructions, with chance for rapid advancement. Considered a good mechanic, and has charge of all the machinery in a country office. Familiar with composing department work — can set type, distribute, make up forms for small books and has been accustomed to making up and locking up all his own forms for the past three years. No bad habits. Reliable.

Job and Ad. Compositor Seeks Change.

(1493) All-around country printer with ten years' experience at the trade, including experience on several makes of cylinder presses, soliciting jobwork and a little practice on Model 10 linotype, would like a position where these qualifications, together with energy, honesty and faithfulness are needed. Prefers northern climate. Relations with present employers the best, but personal reasons demand a change. Can use executive ability on both job and ad. work, and has held several positions as foreman in country offices — both weekly and daily. Student of I. C. S. advertising course. Married. Union. Twenty-five years of age. Total abstainer.

Opportunity for Printer Seeking New Location.

(1494) Advice from a big newspaper agency in the South reads: "We have one of the best locations for a well-equipped job-office in southern Georgia. Only paper in county, and plenty of local patronage with immense outside business. In need of a partner to furnish part capital to purchase plant to meet the need and demand. Only competition twenty miles distant. Fine farming section." Inquiries will be promptly forwarded party.

Seeks Position as Foreman or Assistant.

(1495) First-class printer, twenty-five years' experience, good proofreader and O. K. man, familiar with all branches of the business, desires a position as foreman in a medium-size plant, or as assistant in a larger one, in or close to Chicago. Union. Good habits.

Third-year Apprentice with Newspaper Experience.

(1496) Young man eighteen years of age would like to secure a position on newspaper in city, preferably on make-up. Is a third-year apprentice and has had experience on country newspaper, city job-shop and newspaper. Reasonably swift on Model 5 linotype. Prefers situation west of Mississippi river.

Forwarder, Finisher and All-around Bindery Man.

(1497) A practical forwarder, finisher and all-around man, capable of holding position at law, job, edition, magazine, blank-book and loose-leaf work, from pamphlet to high-art bookbinding, would like to secure a position in that capacity. Capable of holding an executive position. Twenty-years' experience. Steady. Sober. Union.

Compositor and Designer.

(1498) Thorough compositor, twelve years' experience, capable of any work in medium-size print-shop — good hand-letterer and fairly good commercial designer, would like position with some reliable firm where he can use his ability along the lines of layout work, hand-lettering and designing in connection with typework. Twenty-nine years old. Married.

Linotype Operator.

(1499) Linotype operator with six years' practical experience on newspaper and book matter, competent on Models 5, 6 and 10, would like to secure a position. Can change machine, if necessary. Speed 4,000. Union. Temperate, reliable and industrious.

Printer to Take Charge of Private Plant.

(1500) Young man twenty-three years of age, ambitious and energetic, wishes to take charge of private plant. Has nine years' of experience, practical, and thoroughly understands the business. I. T. U. Course student. At present employed as foreman in small plant in New York.

Superintendent of Medium-size Job-shop.

(1501) First-class all-around printer of twenty-six years' experience in newspaper and job printing, now doing a great deal of colorwork and gold and embossing, would like to secure a position as working foreman or superintendent of a medium-sized job-shop in a growing town in the East or Middle West, doing the better class of work. At present has charge of a private plant employing six people, but climate makes it necessary to change. Thirty-nine years of age, total abstainer, married. Union.

Seeks Foremanship of Medium-size Shop.

(1502) First-class man seeks position as foreman of up-to-date medium-size shop. Western States preferred. Can do all estimating, stock-cutting — in fact supervise the entire plant. Or will consider buying an established plant or starting new one. Has a little money. At present drawing $30 per week.

Manager Seeks Location.

(1503) Man with many years' experience in managing and advertising fields of the printing business would like to take charge of a plant where he could get a reasonable salary and a percentage of profits, in the West or extreme East. Excellent references.

Job Compositor and Operator.

(1504) Job compositor with sixteen years' experience in the printing business would like position in Middle West. Married man. No bad habits and can furnish the best of references. Has worked two years on the linotype machine, can operate and take care of No. 8 Model.

Wants Position in Canadian Northwest.

(1505) Thoroughly experienced printer and linotype machinist-operator would like a position in the Canadian Northwest—Alberta section preferred. Thirty-seven years of age, and has been in the business twenty-eight years, all branches from devil to foreman. Last ten years on linotype. Has done more than nine thousand ems an hour. Clean proofs. Temperate; married. Union. Employed at present but seeks new field.

Compositor — Pressman — Machinist-operator.

(1506) Man thirty-eight years of age, with twenty-four years' experience as all-around man — compositor, pressman, machinist-operator on monotype and operator of linotype, would like position as general foreman or superintendent in an up-to-date shop. Familiar with tariff work, colorwork, embossing, bookwork and general job-printing of all kinds. Can estimate, understands cost system and economical production. Prefers East, but would go anywhere for proper salary. Union.

QUESTION BOX

This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Montgomery Pressfeeders' Seat.

(1464) "Will you kindly favor us with the address of the firm which makes the Montgomery pressfeeders' seat?"

Answer.— Montgomery Brothers Company, 429 American National Bank building, St. Paul, Minn.

Youngest Newspaper Publisher in Illinois.

(1482) "Can you give me any information as to who is the youngest newspaper publisher in Illinois?"

Answer.— We have been unable to get this information. Probably some of our Illinois readers can tell us.

Machine for Printing Paper Bags.

(1465) "Where can we get a machine for printing paper bags similar to those used in grocery stores?"

Answer.— The Harris Automatic Press Company, 431 South Dearborn street, Chicago, has a machine adapted to this kind of work.

Craftsman Papers.

(1467) "Can you give me the address of some firm carrying a stock of craftsman papers?"

Answer.— We have been unable to locate the firm carrying this particular paper, but trust this inquiry may bring the information.

Vacuum Cleaners for Printers' Use.

(1470) "Kindly give me the addresses of firms manufacturing vacuum cleaners for cleaning type-cases, etc."

Answer.— Duntley Products Company, 36 South State street, Chicago, and the Regina Company, 870 West Thirty-fourth street, New York.

Watch Fobs Made from Type, Spaces and Quads.

(1457) "Can you give me the name and address of the firm manufacturing watch fobs, made from type, spaces and quads?"

Answer.—American Type Founders Company, 300 Communipaw avenue, Jersey City, New Jersey.

Automatic Attachment for Lighting Linotype Burners.

(1481) "Can you give us the address of a firm making an alarm-clock attachment for lighting the burners of a linotype automatically?"

Answer.— We do not know of such an attachment. This inquiry may serve to bring the information.

Stock Forms for Municipal Work.

(1483) "Can you give us the address of a manufacturer of municipal blank-books where we can obtain stock forms suitable for listing local improvement assessment rolls on the five or ten year instalment system?"

Answer.— We have been advised that the following firms make a specialty of forms for municipal work: G. C. Barnard & Co., St. Louis, Mo., and Lowman & Hanford Printing Company, 616 First avenue, Seattle, Washington. This inquiry may serve to bring further information on the matter.

Books Treating on the Swelled-gelatin Process.

(1459) "Are there any books on engraving that fully explain the swelled-gelatin process?"

Answer.— "Line Photoengraving," by William Gamble, and "Photoengraving," by Carl Schraubstadter, Jr. Both books can be purchased from The Inland Printer Company.

Journal for Stampmakers.

In our January issue (question No. 1387) a subscriber asked if there was a trade journal published in the interest of the stampmaker. We have been informed that the *Stamp Trade News* is the official organ of the International Stamp Manufacturers' Association. It is published by Robert H. Hay, 710 Thirteenth street, Washington, D. C.

Tapeless Newspaper Folder.

(1469) "Is there a tapeless newspaper folder on the market? If so, what company makes it?"

Answer.— We are unable to locate one. We are informed that a machine of this kind was made a number of years ago, but did not prove successful so its manufacture was discontinued. This inquiry may bring the desired information.

Course in Estimating and Cost-finding.

(1461) "Kindly let me know if there is a school where I can take a course in estimating and cost-finding."

Answer.— The School of Printing, 1500-1700 East Michigan street, Indianapolis, Ind. The Master Printer Publishing Company, 1001 Chestnut street, Philadelphia, Pa., has a correspondence course in estimating and cost-finding.

Colored Labels to Attach to Sheet-iron Surface.

(1458) "Please advise me where I can secure a label in colors which can be attached to the sheet-iron surface of a vacuum cleaner and varnished over?"

Answer.— The most suitable and artistic label for machinery is the Decalcomania transfer. This is made in colors and in various designs, and can be procured from the Meyercord Company, 1107 Chamber of Commerce building, Chicago.

Yard-sticks and Printing on Wood.

(1460) "Can you give us the names of several concerns who print yard-sticks or do other wood printing?"

Answer.— Lufkin Rule Company, Saginaw, Mich.; Silver Springs Manufacturing Company, Silver Springs, N. Y.; Hill Novelty Advertising Company, Bellefontaine,

Ohio; Coshocton Sign & Novelty Company, Coshocton, Ohio; American Manufacturing Concern, Jamestown, N. Y.; Westcott-Jewell Company, Seneca Falls, N. Y.; Cross Sign & Press Company, 1510 Dayton street, Chicago, Ill.

Lithographed Telephone Directory Calendars.

(1452) "Can you inform me where I can obtain lithographed telephone directory calendars, copyrighted 1911 by F. H. Schneider?"

Answer.— If any of our readers can give us this information it will be greatly appreciated.

Machine for Alternating Words Instead of Figures.

(1453) "Can you tell me if there is a machine on the market similar to a numbering machine for alternating the words original, duplicate and triplicate instead of figures?"

Answer.— We do not know of any such machine. If there is one this inquiry may serve to bring the information.

Printing Cotton Tape in Rolls.

(1462) "Can you advise me where I can get a machine for printing names on cotton tape in rolls? The ink must be absolutely fast."

Answer.— New Era Press, 348 Broadway, New York; Toledo Web Press Manufacturing Company, 102 Ottawa street, Toledo, Ohio; Gibbs-Brower Company, 261 Broadway, New York; Meisel Press & Manufacturing Company, 944 Dorcester avenue, Boston, Mass.

Lamps with Metal Bowls.

(1472) "Can you tell me where I can get metal-bowled lamps? The insurance companies object to the use of glass lamps."

Answer.—The Standard Company, 2436 West Fifteenth street; National Lamp & Brass Manufacturing Company, 231 West Illinois street; Pitkin & Brooks, 8-18 East Lake street; Western Lamp & Brass Works Company, 17-21 East Twenty-third street, all of Chicago.

Liquid Glue for Padding.

(1463) A correspondent asks for a recipe for liquid glue for padding purposes. He does not desire to use the ordinary glue-pot that has to be heated before the glue can be used.

Answer.— Glue, 20 parts; acetic acid, 20 parts; alcohol, 5 parts; formalin, 1 part. Cover the glue with cold water and allow it to remain thirty minutes, then pour off the water. Place the glue in a water bath and add the acetic acid and heat until solution takes place. When it has cooled off add the alcohol and finally the formalin. Keep in tightly corked cans or jugs, add copying ink of the desired color.

Round Corners on Labels.

(1460) A New York subscriber asks for the most efficient method of cutting round corners on labels. These labels are run twelve on, in lots of from two to four million.

Answer.— We would advise getting a round-cornering machine with knives to cut two corners at once. With a machine of this kind the stock can be cut in five-hundred-sheet lifts, with a sheet of strawboard top and bottom. A boy could feed these into the machine, and the first stroke would take off two corners; then, by turning the bunch around, the five hundred are finished with the second stroke. Almost any typefoundry can furnish you with a machine of this character.

Ex Libris Book-plates.

(1456) "Can you give me the address of a firm which furnishes printed ex libris book-plates with designs into which names can be printed?"

Answer.—A. C. McClurg & Co., 218 South Wabash avenue, Chicago. If you desire a distinct ex libris book-plate with an original design depicting your favorite hobby or your profession, you can secure same, which will include the plate and five hundred labels, for $10 and up by addressing The Inland Printer Company, 632 South Sherman street, Chicago.

Formula for Making Gelatin Insoluble.

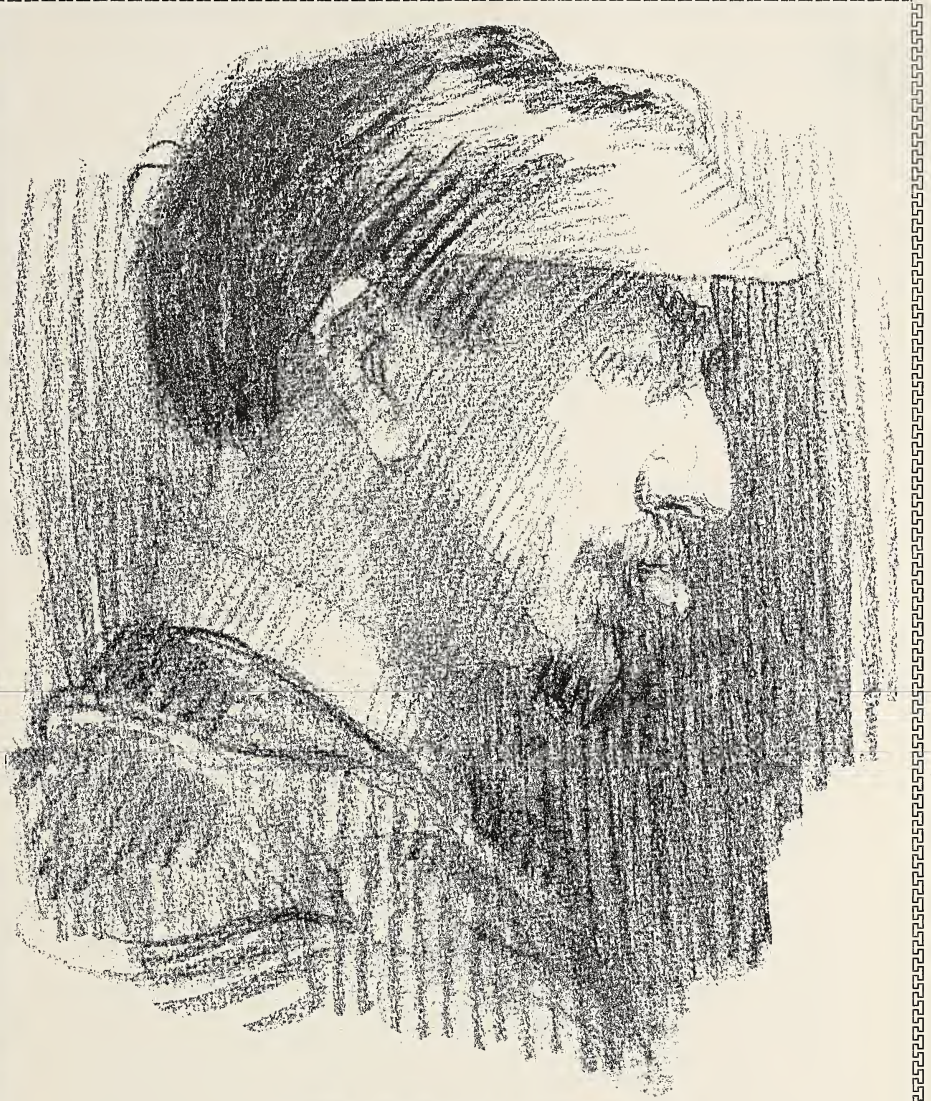
(1468) "Do you know of any way to treat gelatin to make it insoluble or waterproof when used as a coating on metal or cardboard? Have tried borax and also bichromate of potassium, but they do not answer the purpose."

Answer.— Gelatin that is mixed with a ten per cent solution of bichromate of potash becomes insoluble on exposure to strong light. Try the following plan of preparing it: Soak commercial gelatin in cold water until it is no longer brittle. Pour off the water and heat the gelatin in a water bath. When liquid, add the bichromate in whatever strength desired. The greater the strength of this solution the stronger its tendency toward insolubility after exposure to light. Coat the article with the solution and when dry expose to light. If part of the coating is screened from the light it will be soluble while the exposed part will be insoluble.

Lettering on Fabrikoid Leather — Gold Leaf.

(1398) "Can you tell me a good sizing for doing gold-lettering on fabrikoid leather, and the best way of applying it? What is the quickest and safest method of handling gold leaf — that is, taking from the pack and placing on article to be stamped? What is the best way of removing surplus leaf and any traces of sizing that may remain? Isn't the surface gone over with a preparation or oil of some kind?"

Answer.— Wash the imitation leather with wood or denatured alcohol, then sponge the material with malted milk (a thin solution of the milk powder in warm water). Gold leaf can be lifted out of the book by means of a wooden pad, the size of the leaf, covered with cotton-flannel slightly saturated with olive oil, and transferred directly to the sized surface, provided the leaf does not have to be cut. If the leaf must be cut, it is lifted out of the gold-book and laid on the leather cushion by means of a gold-knife (a knife or sharpened spatula). After being cut the gold strips are lifted up on the pad and laid on the material to be stamped as described above. To make the gold adhere to the material, the sized surface may be rubbed over with a little olive oil on a wad of cotton wool. The method of handling gold leaf is rather difficult. The gold-knife must be brought down with a quick pat outside the lower edge of the leaf, thereby forcing enough air under the leaf to raise it in order to shove the knife under. It is then lifted up, carried over and brought down on the cushion with just enough speed, but not too fast, to allow the right amount of air pressure to hold the leaf in a flat horizontal position while depositing. The knife and cushion should be well rubbed over with fine red chalk to prevent any moisture from adhering to either. If the leaf is wrinkled, or has an edge doubled over when laid down, it may be flattened out by blowing lightly on it *from the center outward.* It must be remembered that all handling should be gently but firmly done, as a common house-fly can carry a whole leaf, adhering to its feet.



CHALK PORTRAIT OF R. F. INGERLE

Palette and Chisel Club, Chicago

Drawn by Antonin Sterba, Instructor in Drawing, Art Institute, Chicago

Students of the I. T. U. Course of Typography, it is observed, are occasionally using their skill in drawing faces and figures, and to these and others interested the "handling" of lines in this drawing will prove instructive.

The original drawing on rough brown paper made a difficult subject for zinc etching, but comparatively little of the softness of the original lines has been lost. The engraving was made by the Globe Engraving & Electrotype Company, Chicago.

EARLY TRANSPORTATION.

PRINTING and transportation are the Siamese twins of civilization, for the life of one depends on the other. Printers of an antiquarian turn of mind interested in old presses and other appliances of their art stored and glass-cased in museums will find interest also in the means used to transport the glad tidings printed in days gone by on the relics hallowed by time. The Pennsylvania Railroad, invited to participate in the semicentennial of the Loyal War Governors' Conference of September 24, 1862, held in Altoona, Pennsylvania, on September 26, 1912, presented to the public a reproduction of early transportation methods.

The reproductions on floats were preceded by a mounted herald bearing a banner emblazoned with the legend: "The Pennsylvania Railroad Presents Early Transportation."

Following the herald was a band of thirty pieces, and, in succession, the floats: (1) Conestoga Wagon; (2) Canal Packet — Old Pittsburgh Line; (3) "John Bull" Train — Camden and Amboy Railroad, 1831; (4) First Steam Train to the West, 1834; (5) First Passenger Car with Elevated Roof, 1836.



Conestoga Wagon.

Except the Conestoga wagon (borrowed for the occasion from Nathaniel Groff, of East Petersburg, Lancaster County, Pennsylvania), the exhibits were faithful reproductions, though somewhat reduced in size. Accompanying the floats, riding on the canal boat, in and on the old passenger coach, and walking alongside the floats, were young men and young women costumed as travelers of the period of the scenes presented.

Hanging from the sides of the floats were photographic reproductions of old posters, such as were usually displayed in the early days of transportation.

CONESTOGA WAGON.

The original Conestoga wagon showed the type of conveyance used previous to the introduction of the railway to transport emigrants and merchandise from the East to the West, returning with such products as the western settler might have for disposition in eastern markets. Before the era of the railway the interior of the State was almost wholly supplied with merchandise by that vehicle of transportation.

After transportation by pack horses came ox-carts, moving over a wagon road blazed along the Indian trails from the Delaware river to the north branch of the Susquehanna. As the roads were improved the ox-teams gave way to more pretentious wagons drawn by horses. On the completion of the turnpikes in the latter part of the eighteenth and the early years of the nineteenth century, large wagons carrying from two to three tons and drawn by from four to six horses became the carrying equipment of trade. These teams were known as the "Conestoga" and the "Pitt," the former serving the trade of the interior of Pennsylvania and the latter that of Pittsburgh and beyond.

The Conestoga wagon was constructed with its center bending down so that its contents could not pitch forward at a descending grade in the road nor backward at an ascending one. It derived its name from the thrifty region of Lancaster County, famous in the past, as it is in the present, for the quality of its live stock and vehicles.

The splendid draft horses raised in Lancaster County were famous as "Conestogas," and were in demand to haul the heavy wagons that increased trade demanded, and it was but natural that the trade name of the horse should attach itself to the wagon which it drew. As emigration advanced westward trade developed, and the thrifty farmer of the Conestoga became a common carrier and the Conestoga wagon a famous transportation vehicle.

CANAL PASSENGER PACKET.

This float was a faithful reproduction of the passenger boats used on the Pennsylvania Canal in 1836.

The first canal "packet" in Pennsylvania was a small boat built in Lancaster in 1828 and named the Red Rover. It was run on the Conestoga navigation or slack water canal between Lancaster and Safe Harbor until 1833, when it was taken up the Susquehanna to Columbia, put in the Pennsylvania Canal, and run as a passenger boat between Columbia and Middletown for some years.

The Red Rover was the original out of which was evolved the packet of 1836. This latter was a boat 72 feet long, 11 feet wide and 8 feet high. Its interior was divided into four sections — a mule stable, kitchen, gentlemen's cabin and ladies' cabin. Swinging sleeping berths were fastened along the sides of the cabins and were separated from one another by curtains. Skylights, with twenty windows on each side of the boat protected by green Venetian shutters, permitted the light to enter the interior.



Canal Packet — Old Pittsburgh Line.

The boat would accommodate about one hundred and fifty passengers. It was painted white, with stripes of red and black above the water-line. The crew of the boat consisted of the captain, two drivers, two deck-hands, one cook and one scullion. It was drawn by three mules. Three mules were always in the stable. Mules were changed every eight miles.

Charles Dickens, in traveling over the Pennsylvania Canal, had this to say in his "American Notes" on the packet and packet travel:

"Nor was the sight of this canal-boat in which we were to spend three or four days by any means a cheerful one, as it involved some uneasy speculations concerning the disposal of the passengers at night, and opened up a wide field of inquiry touching the other domestic arrangements of the establishment, which was sufficiently disconcerting. However, there it was, a barge with a little house on it, viewed from the outside; and a caravan at a fair, viewed from within; the gentlemen being accommodated as the



Locomotive "Lancaster" — First Steam Train to the West.

spectators usually are in one of those locomotive museums of penny wonders; and the ladies being partitioned off by a red curtain after the manner of the dwarfs and giants in the same establishments, whose private lives are passed in rather close exclusiveness."

After describing the scenes and incidents of canal-boat traveling, he continues:

"And yet despite these oddities — and even they had for me at least a humor of their own — there was much in this mode of traveling which I heartily enjoyed at the time, and look back upon with great pleasure. Even the running up, bare-necked, at five o'clock in the morning, from the tainted cabin to the dirty deck; scooping up the icy water, plunging one's head into it, and drawing it out, all fresh and glowing with the cold, was a good thing. The quick walk along the towing path between that time and breakfast, when every vein and artery seemed to tingle with health; the exquisite beauty of the opening day, when the light came gleaming off from everything; the lazy motion of the boat, when one lay idly on the deck, looking through, rather than at, the deep blue sky; the gliding on at night, so noiselessly, past frowning hills, sullen with dark trees, and sometimes angry in one red burning spot high up, where unseen men lay crouching round a fire; the shining out of the bright stars undisturbed by the noise of wheels or steam or any other sound than the limpid rippling of the water as the boat went on; all these were pure delights."


WESTERN
TRANSPORTATION Co.
D. LEECH & Co.
Passengers' Line,
DAILY AT 8 O'CLOCK, A. M.
VIA PENNSYLVANIA CANALS AND RAIL ROADS
FOR
PITTSBURG,
VIA
COLUMBIA AND HARRISBURG.
THROUGH IN 4½ DAYS.

	MILES			MILES	
Fare to Harrisburg,	111	$3 00	Alexandria,	226	$5 00
do New Port	138	3 50	Williamsburg	238	5 25
do Mexico	153	3 81	Hollidaysburg	234	5 50
do Lewistown	171	4 06	Johnstown	290	6 50
do Huntingdon	216	4 87	Pittsburg	294	7 00

Passengers by this line will be carried through to Pittsburg, as soon as any line now running by the above route, passing over the Rail-Roads with day light. The cars on the Philadelphia, Columbia, and Portage Rail-Roads are of the best description and the accommodations in the Packet Boats, are equal to any, each having a Gentlemen's and Ladies' Cabin, fitted up with comfortable berths, exclusively for the accommodation of Passengers.

☞ Dont mistake the office 13 Chesnut St., third door below Second, north side

JOHN CAMERON
Agent for the Proprietors

Philadelphia, May 21st, 1835


To Pittsburg
BY THE
NEW LINE
OF
RAIL ROAD CARS
AND
CANAL PACKETS.
THE WESTERN TRANSPORTATION COMPANY
(LEECH, ROBARTS & TOLAND'S LINE)

Respectfully inform the Public, they have made arrangements with Messrs. Klaymaker, Peters & Colder, of the Union Rail Road Company, to convey passengers to Columbia in their Cars, which leave the Corner of Broad and Vine Street at 7 o'clock, and 8 o'clock, every morning; arriving at Columbia in time for the Packets, which leave at 6 o'clock in the evening, for Holidaysburg.—Passengers there take the Western Transportation Company's Cars across the Mountains, and proceed to Johnstown, from whence they will be conveyed by Packets to Pittsburg, making the journey with trifling fatigue, in 6 days.

The Boats have each a Ladies and Gentlemen's Cabin, with 35 berths and appropriate conveniences. The Tables are plentifully provided, and the accommodations such as to insure comfort and render the tour most interesting to the traveller and invalid.

For further information, apply to W. J. Steel, Red Lion Hotel, Market Street, above Sixth Street, and for Pittsburg to George W. Morgan, Esq'r, at the White Swan, Race Street, between 2d & 4th Streets, or at the Company's Warehouse, North Store, Chesnut Street, Schuylkill.

Prices to HARRISBURG,.....$3,00
LEWISTOWN,.....4,50
HOLLIDAYSBURG,.....6,75
PITTSBURG,.....8,00

Facsimile of Original Poster — Philadelphia to Pittsburgh, 4 1-2 Days, and Facsimile of Original Poster Advertising Schedule and Rates to Pittsburgh.

This reproduction showed the original locomotive John Bull, as constructed for the Camden & Amboy Railroad Company. It was made from the original drawings from Stevenson's shops, which accompanied the engine from England, as attested by Isaac Dripps, who put the original together upon its arrival in America. The locomotive, with the two passenger cars of the stage-body pattern, comprises the first steam train in the State of New Jersey, November 12, 1831.

After the locomotive had been run for some little time, considerable trouble was experienced from its running off the tracks when rounding curves. A pilot and a pair of wheels were then added to the locomotive, and the increased wheel base thus obtained eliminated the trouble. Many changes were also made to the tender.

The locomotive was exhibited at the Centennial Exhibition of 1876, and again at the Chicago Exposition of Railway Appliances in 1883. It was then taken to the United States National Museum, Washington, D. C., where it remained until the World's Columbian Exposition at Chicago in 1893. Upon this occasion it hauled a train of two cars, without assistance, from New York to Chicago, meeting a continual ovation over the entire route. There it was one of the greatest attractions at the World's Fair, carrying over fifty thousand passengers over the exhibition tracks in the Terminal Station yard.

The locomotive left Chicago again under steam at the close of the fair, coming east over the Pennsylvania lines, via the Southwest System, to Pittsburgh, and through Altoona, Harrisburg and Baltimore to Washington, arriving there December 13, 1893. Having made its last trip under steam, it was returned to the United States National Museum, to remain there permanently. The John Bull is the oldest complete locomotive in America.

"JOHN BULL" TRAIN.

FIRST STEAM TRAIN TO THE WEST — 1834.

This is a reproduction of the locomotive Lancaster and train. The locomotive was built by M. W. Baldwin, of Philadelphia, for the Philadelphia & Columbia Railroad, and the first practical locomotive put in use on that road. The two stage-body cars are reproductions of the original cars which were constructed to be drawn by horses, but modified to adapt them to the locomotive.

The Lancaster was the third locomotive built by Mr. Baldwin. It was contracted for with the Columbia and Philadelphia under authority of April 22, 1834; completed, delivered, and put in running on the road June 28, 1834. It weighed eight tons, had a capacity of drawing fifty-six gross tons inclusive of the weight of the cars, and moved its train seventy-seven miles in eight hours. It was used in hauling material for the completion of the road, and on October 7, 1834, drew the leading passenger train from Columbia to Philadelphia on the formal opening of the road. There were two trains, one drawn by the Lancaster and the other by its twin, the Columbia, each drawing seventeen four-wheel cars. The trains left Columbia at eight o'clock in the morning and arrived at Lancaster at nine o'clock. Among those on board were Governor Wolf, Henry Buehler, Daniel Sturgeon, auditor-general; Alexander Mahon, state treasurer; Gen. Samuel Workman, secretary of the land office; General Spangler, surveyor-general; James Clarke and Generals Mitchell and McCoy, canal commissioners; Gen. Simon Cameron; S. D. Patterson, editor of the *Pennsylvania Reporter;* Major Forster, Colonel Forney, Captain McAllister, and many others of more or less importance; also a brass band.

After an hour spent at Lancaster, exchanging felicitations with the citizens of that ancient burg, the party increased by a local committee composed of Thomas E. Franklin, C. Forry, John Gray, Emanuel Shaffer, Henry Keffer and R. W. Harrison, boarded the train which left for Philadelphia at ten o'clock.

The movement of the trains was greeted with a continuous ovation from the people, and Governor Wolf entered Philadelphia at half-past four o'clock in the afternoon, enjoying a triumph like to that which greeted Cæsar on entering Rome. Philadelphia was in a blaze of enthusiasm, and its hospitality never shone brighter.

The Governor and his party were entertained until entertainment became almost a burden to its recipients. This kept up for one week, when the Governor left for the capital on a train of fifteen cars drawn by the Lancaster, with five hundred people aboard, over one-third of whom were enthusiastic and influential Philadelphians who would and did accompany him as far as Paoli before bidding him "Godspeed." The entry of the Lancaster was a new era to the Quaker City. It united industrial and commercial interests with transportation for the advancement of the city. The cars on these first trains were four-wheeled, with seats running with the sides of the car, and accommodated sixteen persons each — eight on a side.

FIRST PASSENGER CAR WITH ELEVATED ROOF — 1836.

The passenger car shown in the float was a reproduction of the first railroad coach equipped with an elevated roof. It was constructed in the shops of C. Allison, Philadelphia, in 1836, and put into service for the first time on July 4, 1836, at Philadelphia. Shortly after it was fitted with trucks (or bogies) in accordance with the invention of Richard Imlay, to whom was granted a patent September 21, 1837. It was probably the first passenger car to which the "bogie" was fitted. Imlay had constructed a car as early as 1830 which was capable of accommodating twelve persons inside; six persons, including the driver, on outside seats at either end, and twelve persons on a double seat running lengthwise on the top of the car.

These exhibits of early transportation methods formed a sharp contrast with the huge steam and electric locomotives, the all-steel passenger coaches, and the steel underframe fifty-ton capacity freight cars in use on the Pennsylvania Railroad to-day.

Some time the printing trades may succeed in joining their forces to obtain a series of progressive exhibits of the mechanisms of past days, working toward wonders alongside the compatriot science of transportation.



SENTENCED TO DEATH.

These men, natives of the Province of Luzon, Philippine Islands, killed an American and his native wife, near Goa. All were sentenced to death but the woman, who was sentenced to seventeen years' imprisonment. Dr. Daniel Troy Brantley, formerly an employee of the Henry O. Shepard Company, Chicago, as health officer for the district, was the principal witness for the prosecution.

NEWSPAPER WORK

BY O. F. BYXBEE.

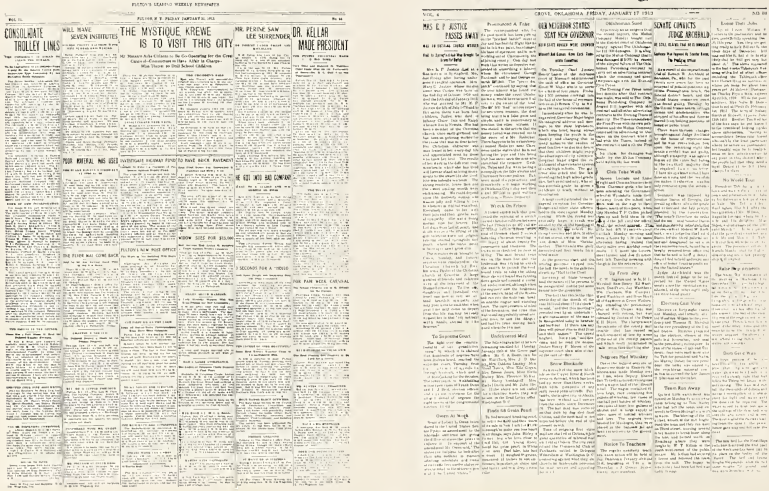
Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 35.

One of the most interesting pieces of copy ever used in THE INLAND PRINTER'S ad.-setting contests is that reproduced last month in the announcement of Contest No. 35. It is a long, narrow ad. and one which apparently it will be difficult to display in any different way than shown in the copy itself, and yet THE INLAND PRINTER readers in the past have taken just such difficult pieces of composition and found an almost endless variety of ways to arrange the ad. It is in just this way that these contests are of the greatest help. Just because it has been customary to arrange certain copy in a certain way is no reason why we should go on arranging it that way, and in using such an ad. for copy in a contest every one who enters not only contributes his own idea, but receives a hundred or more other ideas from those who submit ads. Contest No. 35 is an exceptional opportunity to gather ideas from many sources, and every compositor who is anxious to advance should not fail to have a part in it. There is still plenty of time to enter as the contest does not close until March 25. Look up THE INLAND PRINTER for February; the copy and rules will be found on page 721.

Some First-page Arrangements.

First-page arrangements are receiving more than usual attention just now, and reproductions in recent issues of THE INLAND PRINTER have inspired other publishers to send copies of their papers with requests for criticism. In the December issue was shown the first page of the Fulton (N. Y.) *Observer*, and it was suggested that a double-column head be used in the center of the page. The change was made in the issue of January 31, and the revised page is shown herewith. The gothic used for this double-column head is hardly heavy enough, but it is an improvement over the first reproduction. As stated before, it is remarkable how many news items are shown on this page of only six columns, and the headings are graded down very nicely. The *Delaware County News* sends two first pages for comment, and the better one is shown. This is a decidedly different type of page from that of the *Observer*, but it is a good arrangement, particularly where a paper is not


THE OBSERVER

Delaware County News.

First pages are receiving more than usual attention.

crowded with news, and must make the best showing of what news there is. The *Observer's* page is set in solid seven-point, while that of the *News* is leaded ten-point, and the heads on the latter page should be spaced a little more in order to harmonize with the size of the body type. The head rules should be transposed, as the title and date-line are supposed to be read together and do not need as much separation as the date-line and the balance of the page. To my mind the best head-rule arrangement for a first page is where both rules are alike, either a fine parallel (like the second rule of the *News* page) or a single one-point rule. Two other first pages are reproduced, both from the Alliance (Neb.) *Semi-Weekly Times,* which show a decided difference in arrangement. The page with headings the same size all over is almost too much of a good thing. If smaller type were used toward the bottom of the page, more like the *Observer* style, it would be better, but even as it is there is no question but that such a page would impress the reader that the *Times* was full of news. This, of course, is the impression which the publisher of a newspaper wishes to convey, and this page would convey that impression more than the other *Times* page reproduced. The latter page, however, is a good one and needs little

Fortieth Anniversary Number.

Just before Christmas the Jasper (Ala.) *Mountain Eagle* published a big number in commemoration of the fortieth anniversary of the day on which it was founded. There were thirty-six pages, well illustrated, and with a big showing of advertising. The special appeal to advertisers, combined with the usual extra advertising of the holiday season, made it an exceptionally profitable venture.

Rate-cards for Six-column Weeklies.

Two requests for advertising rate-cards were received during the month, both of which are for six-column weeklies. The first comes from the Royston (Ga.) *Record,* with a circulation of 1,250. The following card is suitable for a paper of this circulation:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$.35	$.65	$.90	$1.20	$3.10	$5.40	$9.00
2 inches	.65	1.20	1.70	2.15	5.40	9.00	14.75
3 "	.90	1.70	2.35	2.95	7.25	11.75	19.25
4 "	1.20	2.15	2.95	3.65	9.00	14.75	24.00
5 "	1.45	2.55	3.45	4.35	10.50	17.00	28.00
6 "	1.70	2.95	4.00	5.10	11.75	19.25	32.00
8 "	2.15	3.65	5.10	6.25	14.75	24.00	40.00
10 "	2.55	4.35	5.95	7.35	17.00	28.00	47.00
20 "	4.35	7.35	9.85	12.00	28.00	47.00	77.00


The Alliance Semi-Weekly Times

THE PAPER THAT IS NOT AFRAID TO PRINT ALL THE NEWS

A NUMBER OF LOCAL RAILROAD EMPLOYES HAVE BEEN LET OUT

DIVORCE QUESTION STIRS THE AUDIENCE

ENGINEER AND CONDUCTOR TELL HOW BRAKEMAN MET HIS DEATH

PARCELS POST PROVES PUZZLER TO SOME

WALEF BEING DIED TO DISTRICT COURT

GEORGE E. WHEELER FINALLY GIVES BOND

SIGNING 30 CARS OF ICE DAILY IN CITY

ALLIANCE SCHOOLS BEGIN WORK MONDAY

CEMENT WORKS WERE DESTROYED BY FIRE

SCHOOL BOARD REFUSED TO SETTLE

CITY LIGHT PLANT NOW A BRIGHT SPOT

A FORMER ALLIANCE MAN IS CONVICTED

AN ALLIANCE WOMAN WANTS MORE LAND

GORDON BARBER IN BAD IN KANSAS CITY


The Alliance Semi-Weekly Times

POTASH NOW BEING TAKEN FROM WATERS OF JESS LAKE- INDUSTRY NOW BEING DEVELOPED

COMMISSIONERS SAY ALL ARE TO HAVE EQUAL CHANCE AT COURT-HOUSE PLANS AND BONDS

I. O. O. F. Encampment in Alliance with 29 Charter Members

I. O. O. F. ELECT THEIR OFFICERS

ALLIANCE REAL ESTATE ACTIVE

HIGH SCHOOL ELEVEN READY

LITTLE CLARA GORDON DEAD

HAYSTACKS FIRED BY INCENDIARY

AGE SENTENCED TO PENITENTIARY

Military Experts Tell Why Turkey Has Failed Utterly to Stop the Bulgarians

Reproductions showing four first-page arrangements.

criticism aside from the above comparison. A slightly better contrast would have been obtained if the "I. O. O. F." heading had not been set in a condensed letter.

Historical Edition of the Whittemore *Champion.*

Whittemore, Iowa, is thirty-five years old and on January 2 the Whittemore *Champion* published a "Historical and Illustrated Number" that was a very creditable piece of work. On the first page was a large photograph of Don J. Whittemore, until recently consulting engineer of the Chicago, Milwaukee & St. Paul Railroad, in whose honor the town of Whittemore was named. Mr. Whittemore retired from active work on December 6, when he reached his eighty-second birthday, and his retirement was the inspiration for the special issue of the *Champion.*

The other request is from a man who is about to start a paper in a small western town, who asks the following questions: "What would you advise as to size of type for the body of the paper? Would you run a five or six-column eight-page, half ready-print; or a five or six-column four-page, all home print? What rate would you advise as to subscription price and advertising?" For a weekly paper in a small town the best size of body type is eight-point. Unless you intend to lead the entire paper it will be better to get rather a small face, which will give the appearance of being leaded with one-point leads. Solid type is much easier to handle in the make-up, as hyphens and thin letters are not dropping off the ends of lines, and the expense of buying and the trouble of handling leads is avoided. A six-column, four-page paper, all home print, is most advisable.

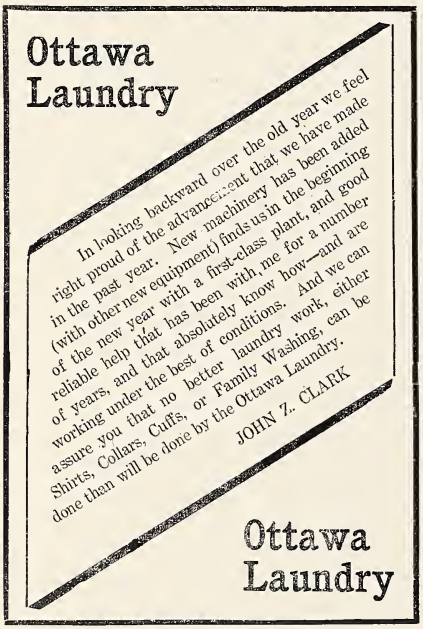
If it is impossible to secure sufficient advertising and local news to fill the paper, this can be supplemented by special features in plate matter. The subscription price should not be less than $1.50 per year, and for advertising rates the following card is suggested:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch	$.25	$.45	$.65	$.85	$2.25	$3.90	$6.75
2 inches	.45	.85	1.20	1.55	3.90	6.75	11.25
3 "	.65	1.20	1.70	2.10	5.35	9.05	15.00
4 "	.85	1.55	2.10	2.65	6.75	11.25	18.50
5 "	1.05	1.85	2.50	3.15	7.90	13.25	22.00
6 "	1.20	2.10	2.90	3.65	9.05	15.00	25.00
8 "	1.55	2.65	3.65	4.55	11.25	18.50	31.00
10 "	1.85	3.15	4.35	5.45	13.25	22.00	36.00
20 "	3.15	5.45	7.45	9.25	22.00	36.00	59.00

These prices are as low as any publisher can accept and continue in business, and are suitable for a six-column weekly paper in a small town until its circulation gets beyond the one thousand mark.

Note and Comment on Ad. Display.

That honest criticism of ads. is appreciated by readers of THE INLAND PRINTER is evidenced by the ever-increasing number received. Compositors repeatedly send specimens



No. 1.—An unusual arrangement by O. A. Thompson, Ottawa, Kansas.

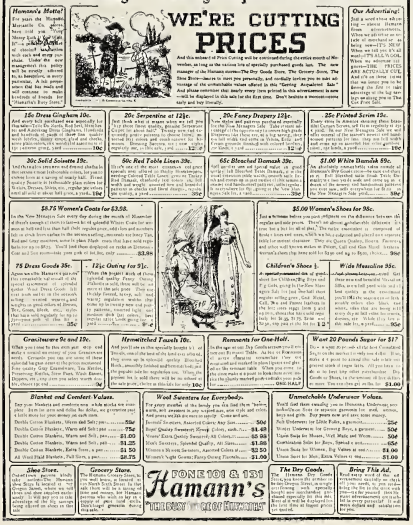
of their work for criticism, and those which are given the hardest treatment are the first to come back. No effort is made to give "bouquets" unless they are justly merited, the principal purpose being to show compositors where their work may be improved. Fourteen packages of ads. were received last month, and while I would like to show reproductions from each compositor it is impossible to do so, as the space occupied by these criticisms must be kept within reasonable limits. In order to be impartial and not keep any one waiting any longer than necessary, comments will be made on ads. in the order in which they are received, so that if any are missing this month they may be looked for in the next issue, or possibly the following number, as from thirty to sixty days must elapse even if ads. are given attention immediately upon receipt. It is pleasing to note this month that not a single package of ads. came rolled. Compositors should always remember to send their ads. either flat or folded, as it is impossible to give careful examination and comparison to ads. which are curled up and will not lie flat. O. A. Thompson, of Ottawa, Kansas,



No. 2.— Full-page ad. by Pat Dougherty, Houston, Texas.

sent a number of very good ads. The one which is reproduced (No. 1) shows an unusual arrangement, and, while I do not as a rule approve of tipped panels, this is so neatly done and the effect is so clear and striking that it is certainly commendable. Mr. Thompson does not make a practice of using composition of this kind, but sets good, clear ads., with but little ornamentation. Next comes a full-page ad. from Pat Dougherty, advertising manager of Houston Heights, a suburb of Houston, Texas, who says he has received many helpful suggestions from reading THE INLAND PRINTER. His ad. (No. 2) shows a very neat arrangement and contains an excellent suggestion for publishers who are constantly requested to give reading notices to real-estate agents who are trying to boom suburban property. Why not point out to them the advantage of buying a full page like this once a week, using half of it for a display ad. and the other half for reading matter and illustrations? G. A. Stewart, the nineteen-year-old foreman of the Hiawatha (Kan.) *News-Democrat,* sends four full-page ads. and asks how his work can be improved. No. 3 is one of his specimens, all of which are set in this same neat and attractive style. A pleasing variation would

be to select two or three panels and feature them more strongly with a heavier rule, or heavier type, or both. An ad. of this kind was reproduced last month and commented upon. I wish space would permit the reproduction of three ads. sent by H. D. Pedlar, of the Oxbow (Sask.) *Herald*,



No. 3.—By G. A. Stewart, nineteen-year-old foreman of the Hiawatha (Kan.) *News-Democrat*.

as they are all excellent specimens. No. 4 is an example of this compositor's work. The single-rule panel within the fancy border is commendable, as is also the panel with



No. 4.—An excellent specimen by H. D. Pedlar, Oxbow (Sask.) *Herald*.

a lighter rule around it within the larger panel. C. W. Beam, of the Johnstown (Pa.) *Tribune*, sends two ads. set from the same copy, and asks which is the better from the advertiser's point of view. The two ads. are reproduced (Nos. 5 and 6). The lighter ad. is unquestionably the better. No. 6 is crowded too full of display type, too nearly of the same size, and it loses its effect, both from a typographical and an advertising standpoint. No. 5 had a half inch of white space all around it, which helped to make it more effective, while the other ad. was crowded close to the rules. I do not know which of these ads. was set by Mr. Beam, so that this criticism is entirely impartial. It might be added that there is room for considerable improve-



No. 5.



No. 6.

Nos. 5 and 6 show two ads. set from the same copy.

ment in No. 5. There should have been some variation in the body, bringing out the special club offers distinctively, and the coupon should have been at the bottom and set so that there would be room for a reader to fill it out. No. 7 comes from Imri Zumwalt, publisher of the Bonner Springs (Kan.) *Chieftain*. It is well arranged, and the only criticism is that the body letter and the gothic figures are too nearly the same size; a lighter-faced body letter or a two-line figure would have been better. J. G. Hinsey sends two ads. from the Dawson (Ga.) *News* which are satisfactorily arranged and displayed. Two others were enclosed, clipped from another paper, which evidently were not seriously intended for criticism. Alfred Steinman, who is now advertising manager of the Modesto (Cal.) *Herald*, sends a series of ads. for a clearance sale of a clothing house, set by J. R. Leonard, ad. man on the *Herald*. Three of these



No. 7.— From Imri Zumwalt, publisher of the Bonner Springs (Kan.) *Chieftain*.

ads. (Nos. 8, 9 and 10) are selected for reproduction. The display type and border are owned by the advertiser, and the ads. have proven so attractive to other advertisers that frequent requests are made for the same type. They are unquestionably striking, and would not be overlooked in the pages of any paper. There were several ads. larger than No. 8, and more of the small ones, and Mr. Steinman asks if it would not have been better to alternate the large and small ads. instead of running all the small ones last, as was done in this instance. A still better plan would have been to run the small ads. in the same issues with the large ones, but on different pages. The large ads. should be continued to the very close of the sale, as the effect of such advertising is cumulative and the public is not as familiar with the advertiser's proposition as he, in his enthusiasm, is inclined to believe. William Leipnitz, of the Eau Claire (Wis.) *Telegram*, sends a well-displayed full-page ad., but space will not permit its reproduction. The

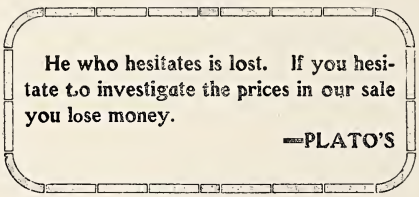
date should not have appeared in the same panel with "and the," as it belonged with the two lines above. Some most excellent full-page ads. come from Rudolph Smith,



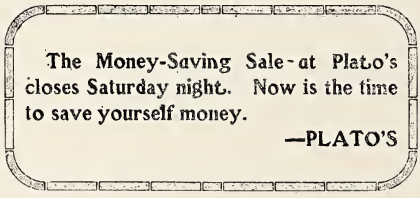
No. 8.

Nos. 8, 9 and 10 show three ads. set by J. R. Leonard, Modesto (Cal.) *Herald*.

of the Virginia (Minn.) *Enterprise*. These are all attractive panel arrangements, and the monotony of many such ads. is overcome by the use of panels of many different sizes and shapes, and yet there is perfect harmony. No. 11



No. 9.



No. 10.

is an example of Mr. Smith's work. It will be noticed that the illustrations are carefully placed, and the whole ad. is well balanced. Another full-page ad. that shows careful study was submitted by Joseph Gould, of the Ogden (Utah)

Standard. Mr. Gould's greatest fault is the use of too many cap. lines, both in the display and the body — lower-case is much easier to read and gives an ad. a more pleasing appearance. The largest specimen submitted was a



No. 11.—A well-balanced ad. by Rudolph Smith, Virginia (Minn.) *Enterprise.*

four-page ad., set by Henry Oberlaender, of the Owatonna (Minn.) *People's Press.* It was the announcement of a big stock-reducing sale and the ad. was exceptionally well arranged. One interesting feature was nearly a hundred panels, each 2 inches square, and containing the illustration, description and price of a single item.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Bay City (Mich.) *Times.*—The *Times* is a progressive, up-to-date daily paper, packed full of news and with an advertising patronage which indicates unmistakable success. The particular issue sent for criticism, in addition to a liberal amount of other advertising, has a five-page ad. from the Bay City Baking Company. The first page of the *Times* is attractive, but the make-up should be more careful and avoid placing heads side by side.

Newcastle (N. B.) *Union Advocate.*— Your first page would look better at the top if the double-column headings were placed over the first and second and sixth and seventh columns, with one of the larger single-column heads over the fourth column only. Two of the lighter heads, used farther down in the page, could be placed at the tops of the third and fifth columns. There is nothing, aside from this, about your paper to criticize, although a little more ink might be used to advantage.

Something New in Home-made Borders.

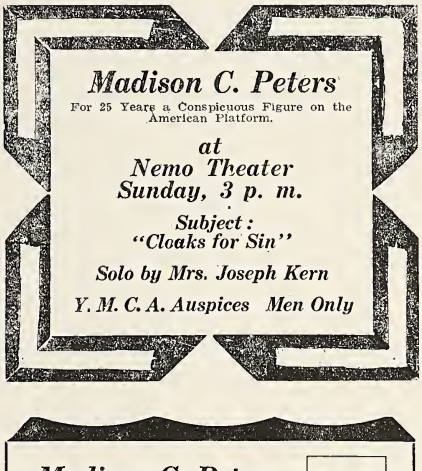
Reproduced herewith are some rough attempts at home-made borders, made from the bases of old stereotypes. Possibly some reader of THE INLAND PRINTER can make use of this idea, at least in an emergency. The making of the borders is described in the following letter from C. W. Beam, of the Johnstown (Pa.) *Tribune:*

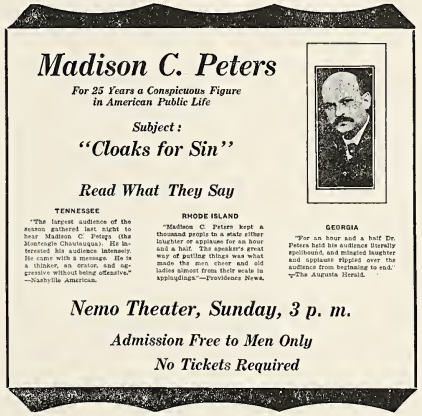
JOHNSTOWN, PENNSYLVANIA, January 19, 1913.

Mr. O. F. Byxbee, Chicago, Illinois:

DEAR SIR,— Herewith are a few examples of borders made out of the "legs" of old stereotype plates. The legs were cut down to the proper width on a saw-trimmer, and the only tools used were a knife, file and nail. It would be useless to claim that they were artistic. The only claim that can be made for them is that they are unique — something different.

The desire for "something different" on the part of an advertiser in the *Tribune* is the only excuse for their existence. Recently we had an ad. calling for a thirty-point border, and we had none of that size in stock. I took a page plate, cut the good, clear pieces out of the legs





Two borders made from the bases of old stereotypes.

and trimmed them down to the required size. The border worked up as good as could be desired.

In judging these home-made borders you must take into consideration that they were all made on the spur of the moment and during the busiest hours of a busy daily ad. alley. Very little thought could be given the idea and no time for working them into shape. Some one with more time and some artistic ability could no doubt make something worth while.

If in your judgment the idea is worth anything to THE INLAND PRINTER readers, you can pass it along with whatever comment you see fit.

Yours truly, C. W. BEAM.

OBITUARY

John R. Hill.

John R. Hill, said by Director Ralph, of the Bureau of Engraving and Printing, to be the most expert script engraver in the world, died in Washington Friday, February 14, from apoplexy.

William H. Lanahan.

William H. Lanahan, familiarly known as "Bill" Lanahan, one of the oldest and best-known members of Typographical Union No. 6, died at his home in Mariners Harbor, Staten Island, Monday evening, January 27. Mr. Lanahan was born in Albany, New York, but moved to Mariners Harbor shortly after the Civil War, and had been employed for many years in the proofroom of the *Globe*. He is survived by his wife, a son and a brother.

Lewis J. Herrington, Jr.

Lewis J. Herrington, Jr., of Nanuet, Rockland County, New York, manager of the printing and binding house of W. G. Hewitt, Brooklyn, died Monday, January 27. Mr. Herrington was born in New York thirty-four years ago. He was vice-president of the Master Printers' Association of New York, a member of St. Augustine's Church, the Montauk Club and the Knights of Columbus. His father, his wife, one child and three brothers survive him.

William James Kelly.

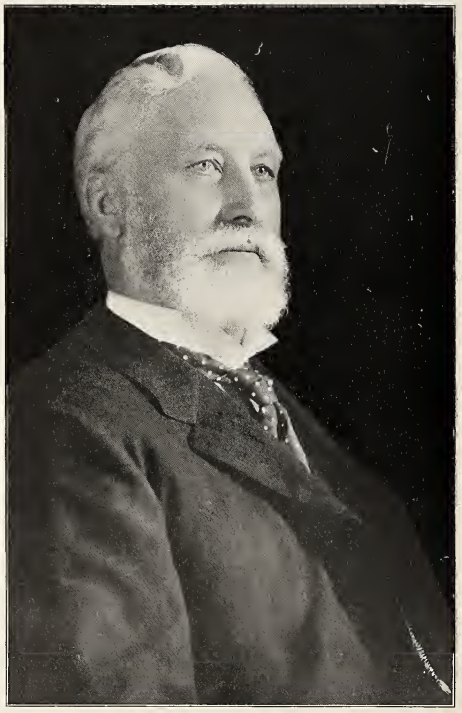
William James Kelly, well-known pressman-editor, author of "Presswork," and formerly proprietor and editor of the *American Model Printer*, died at his residence, 726A Greene avenue, Brooklyn, New York, on Wednesday, January 29. Mr. Kelly was born in the North of Ireland, February 20, 1839. He has been a resident of New York and Brooklyn for fifty years. Twelve years ago he went to Russia to install the first color-press in St. Petersburg, and since that time had suffered from bronchitis. Mr. Kelly is survived by his widow, a son and a granddaughter.

Charles W. Darling.

Charles W. Darling, of Keene, New Hampshire, died at his home, 137 Court street, Friday, January 3, at the age of seventy-one. A native of Keene, Mr. Darling learned the printing trade in the office of the *Sentinel*, and at the time of the Civil War went to Springfield, Massachusetts, where he was employed on the *Republican*. Returning to Keene during the seventies he worked for some time on the *Sentinel*, and in 1883 launched into business in partnership with the late Edward P. Kimball. This partnership continued for six years, since which time Mr. Darling has successfully conducted the business alone. Besides being an all-around printer, Mr. Darling was gifted in the use of the pencil and brush, and frequently drew cartoons or painted landscapes and other pictures for the benefit of his friends as well as for his own pleasure and amusement. Mr. Darling leaves a widow and is survived by two brothers and two sisters.

Joseph J. Little.

Joseph J. Little, head of the printing and publishing firm of J. J. Little & Ives, of New York, died at his home, 47 West Sixty-eighth street, Tuesday, February 11. Mr. Little was born in the city of Bristol, England, on June 5, 1841. He came to the United States with his parents in 1846, and was educated in the district school in Morris, Otsego County, New York, and there also served his



JOSEPH J. LITTLE.

apprenticeship as a printer, beginning in his fourteenth year. Four years later he entered a New York office to complete his trade. During the war he served in the army in all the grades from private to first lieutenant. After the close of the war he entered into business for himself, which, under the title of J. J. Little & Ives, is still continued and has been singularly successful. He was an

early member of the New York Typothetæ, and has frequently been a delegate to the meetings of the United Typothetæ. He was colonel of the Seventy-first Regiment Veteran Association, president of the Society of Mechanics and Tradesmen, twice president of the Board of Education, and a member of Congress, having been elected to the latter position in 1890.

The following resolutions were adopted at a special meeting of the Executive Committee of New York Branch No. 1 of the Printers' League of America:

WHEREAS, Word has just been received of the death of Hon. Joseph J. Little, our highly honored chairman, and friend, we, members of the Executive Committee and officers of New York Branch No. 1, Printers' League of America, in special meeting assembled, do

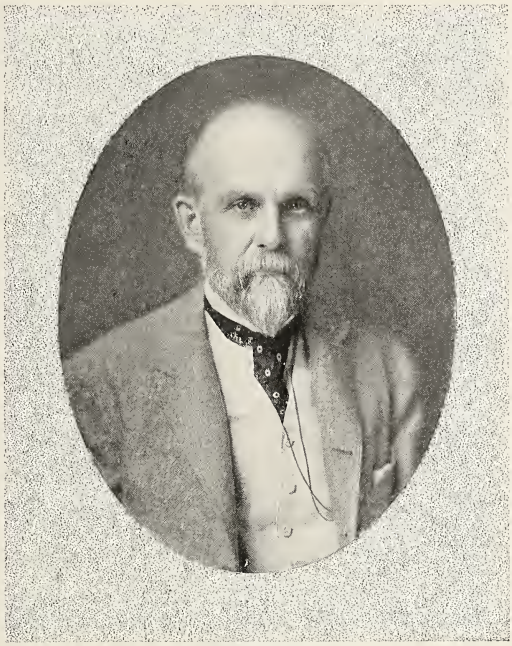
Resolve, That we express our deep and sincere sympathy to the family of Mr. Little for this great and irreparable loss, and that we record the fact that, in our estimation, this loss is shared and felt by the printers of the city of New York as that of a true friend, an illustrious representative of the highest type of manhood and an exponent of the best and cleanest life.

And Be It Further Resolved, That we, his fellow committee members and the officers of the organization of which he was from the time of its inception an honored member, cause this resolution of condolence and regret to be published to the trade, spread upon the minutes of our organization and a copy sent to the family of Mr. Little.

In Memory of Frank Hall Scott.

With the sudden death of Frank H. Scott, on November 25, 1912, came a loss that will be keenly felt by the many readers of *The Century* and *St. Nicholas* magazines, published by the Century Company, of which he was president, and by the reading public in general. Mr. Scott was a leader who had long been held in homage and affection by his fellow workers, and honored by all who knew him. Beginning his business career with that of the Century Company itself, Mr. Scott took part in the issue of the very first numbers of *The Century* and *St. Nicholas* some forty years ago, remaining a loyal helper and wise counselor of both magazines — their staunch supporter and far-seeing business adviser, his judgment, capacity, and devotion growing with their growth. Rising rapidly to great and ever greater responsibilities, he had for the past twenty years been the honored president of the company, and the directing head of all its varied enterprises.

Mr. Scott was born at Terre Haute, Indiana, April 7, 1848. He was educated in the public schools of Richmond, Indiana, and at the Pennsylvania Military Academy; and while still a schoolboy, he displayed keen judgment and the power of thinking for himself. Before reaching his twenty-first year, he had shown decided literary talents, and some of the stories which he contributed to local papers at that time are still cherished by his friends as ample proof that he could have made his mark as a writer. But the claims of a publishing career had a stronger attraction for him than those of authorship. At the age of twenty-two he came to New York and entered the business department of the newly formed firm, Scribner & Co. Under its auspices, the magazine then called *Scribner's Monthly* (now *The Century Magazine*) was launched in 1870, with Roswell Smith at the head of its business department, and Mr. Scott as his lieutenant and confidential associate. In November of 1873, the first number of *St. Nicholas* was issued, with Mary Mapes Dodge as editor. In 1881, the name of *Scribner's Monthly*



FRANK HALL SCOTT.

was changed to *The Century Magazine;* a new company was formed, called "The Century Company," and Mr. Scott became its treasurer. The new corporation continued to publish *St. Nicholas,* as well as *The Century,* and, within a few years, vastly enlarged its prosperity by the publication of the Century Dictionary and of miscellaneous books. In all this development of a great business, Mr. Scott took an active, responsible, and prominent part, and upon the death of Roswell Smith, in 1892, succeeded to the presidency of the company. He was soon widely known and held in high regard by other publishing houses; he became a director of the American Publishers' Association, and for three years its president; a member of the New York Chamber of Commerce; a founder of the Aldine Club, and once its president; and a vestryman of the Church of the Ascension. These honors and many others came to him unsought, and were but the spontaneous recognition of his exceptional worth as a gifted, upright, high-minded business man.

Nothing short of the just solution of every problem, by lofty standards, satisfied him. "I think it is a publisher's duty," he often said, "to seek earnestly for the best that can be found, and to bring out the best. Good books are sound education, and the intimacy of good books is like the intimacy of strong and good friendships."

And with such ideals, he was naturally a good citizen, who made his own progress in influence and station increasingly of service to his fellow men. He entered with zeal and steadfastness into the struggle for good government in his city and State, responding to every call when needed; and he won notable civic victories, frequently prevailing over the opposition by his sound reasoning and remarkable persuasive powers.

His clear judgment and keen insight also added immeasurably to his delight in fine pictures and music, and his care-free days were happily filled

> With beauty, art, taste, culture, books, to make
> His hour of leisure richer.

But of all recreations, he enjoyed most, perhaps, those that were devoted to long journeys in home or foreign lands. Fond of the world of men and affairs, he was also a born traveler, who loved to indulge his taste for strange sights and unfamiliar ways, and the bracing contact with men and types altogether alien to the routine of his life. There was scarce a corner of our country or of Europe that he had not visited; and, only two years ago, the lure of the Orient drew him across the Pacific to Japan and China, on a holiday that was a succession of golden days.

It is possible to condense into a few sentences the chief events of any life, but the things that count most are not to be enumerated in "brief biographies." And no summary of Mr. Scott's career can give more than the merest hint of those rare qualities of mind and heart that endeared him to his fellow workers. With a gentleness and dignity that were seldom even ruffled, he combined a winning speech and manner that made every one he met a friend, and every intimate friend a lasting comrade. Fairmindedness was one of his strongest traits. His love of justice insured to each and all a patient hearing and thoughtful consideration. He was always and in all circumstances the kindly, cultivated gentleman. For his associates, and those who knew him well, his own character and all that he achieved are his best memorial. He believed, with Emerson, "that the reward of a thing well done is to have done it." His own successes were uniformly the outcome of unassuming faithfulness and quiet mastery.

It is one of the best rewards of a life such as he lived that it leavens all other lives that are in close touch with it or fortunately brought within its influence, and lifts their thoughts to higher levels. For American boys there is abundant inspiration in the history of Mr. Scott's progress by his own endeavor to a position of commanding influence and distinction in the publishing world. And the benignant wisdom, sweetness, and serenity of his daily life are at once a beautiful memory and a lasting inspiration to all those who worked with and under him, to whom he was always courteous, kindly, friendly, just, and by whom he was so well beloved.

"HE SAID."

The "technic" of the present-day short-story writer embraces a curious error in observation and judgment, set forth precisely in the advice of a successful novelist to aspirants: Never use the phrase "He said," "She said," etc., where any ingenuity or invention can produce a substitute. To sin against this injunction — thus the advice — is destructive, if not fatal.

Other couplings must connect the dialogue. The hero may not "he said" and the heroine may not "she said," or "said he" or "said she" through the otherwise attractive pages of a manuscript without bringing a return with a politely printed slip from an otherwise gracious publisher.

The advice evidently is based on rule 44 or rule 109, or some such, of the short-story-writer's technic. In one interesting tale by a writer of much popularity there may be found consecutively these substitutes: "Offered Fleecer," "acquiesced the Colonel," "calculated Fleecer," "argued Cordelia," "frowned Fleecer," "triumphantly combated Cordelia," "earnestly advocated Georgia," "laughed Jim," "enthused Cordelia," "acknowledged Jim" — and at last a lone "said."

The substitutes endeavor to present the mood of the speaker, it is true, but the fact has been overlooked that the eye of the reader, which takes the phrase "he said" without a glance, may become fascinated by the variation. The result is the precise opposite of that intended. It causes the "couplings" to stand out conspicuously — finally to the detriment of the dialogue.

"Mackellar," said the young lord in the "Master of Ballantrae," "I am now a very happy man." And thereafter follow with perfect abandon "said I," "says he," "says I," "asks my lord," "said I," "said he," "said I," etc.

The eye must hunt for them, it so accepts the probability of their being there. The construction is submerged. In the modern technic it is crying aloud like a kicked pup. The older generation used the "he said," and "she said" as if they were well ordered walks along which the dialogue might go without hitch and without interruption. The modern regards them as offenses against invention, monotonously reiterative, and overlooks the apparent fact that the reader who makes no ado at all of them, if they be seen at all, is likely to find himself, in the case of the ingenious substitute, observing with curiosity the cement in which the sentences are set and not at all the sentences themselves.— *Chicago Tribune.*

Work we all must, if we mean to bring out and perfect our nature. Even if we do not work with our hands, we must undergo equivalent toil in some other direction. No business or study which does not present obstacles, tasking to the full the intellect and the will, is worthy of a man.— *William Ellery Channing.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

The Largest Half-tone.

A print from the half-tone which holds the record for largeness is on view in the Typographic Library and Museum, Jersey City. The size is 39¼ by 49¼ inches. The screen is one hundred lines to the inch. The plate, which is beautifully engraved, was made and printed in the Imperial Printing House, Vienna, the picture being an enlargement from an original 7 5/64 by 9 7/16 inches in size.

Enamel for Zinc.

Fred Knudson, New York, who has inquired for a zinc enamel, might try the following, which is recommended by Alphonse Audy in *Penrose's Pictorial Annual* for this year. Prepare the solution as follows:

Water	15 ounces.
Chromic acid	30 grains.
Liquid ammonia	2 drams.
Pure rock candy	1½ ounces.
Bichromate of ammonia	360 grains.

The ingredients are stirred in the water in the above order and well filtered. After graining the zinc wipe thoroughly with a tuft of cotton wool and proceed immediately to coat with the enamel. Print, wash cut, and burn in as usual, but be sure to burn the enamel in until it reaches that beautiful dark chocolate color almost black. I advocate a strong etching bath — nitric acid 1½ ounces, water 30 ounces, with plenty of alum. I don't mind a few bubbles. Give the first etch and don't exceed thirty-five quick rocks, brush lightly; remove, rinse, blot off the plate with blotter, chamois or sawdust, dry over stove. It is of the greatest importance that not a fraction of a second be lost between the time the plate is taken from the acid and dried. Bear this in mind: reetch the plate as many times as you like, only don't waste any time during rinsing and drying.

Half-tones from Half-tones.

Christopher Schmidt, Brooklyn, New York, writes: "Here is a question I should like to see you answer once in your department of engraving: How do you make a half-tone from a half-tone without getting a funny screen business all over the negative? I have tried a fine-ground glass over the half-tone copy. It only makes the half-tone look like it was photographed in a fog. If you will tell how this is done it will please a long-time subscriber."

Answer.— If you had used a fine-ground glass and rubbed glycerin in so as to make it quite transparent, then covered the half-tone with the ground glass with the glycerined, or ground glass, side away from the half-tone to be copied, you might have partially succeeded. A better way to copy a half-tone is to use a mezzograph screen. But the question is how to make a cross-line half-tone negative without pattern from a cross-line half-tone copy. A revolving copy-board or a revolving screenholder, the great helps in this work for the half-tone copy or screen, must be turned until they align perfectly, or the image of the half-tone copy and the screen image cross each other at the greatest angle possible, when there will be no pattern. Of course if the copy is a fine screen and there is a reduction, the negative to be a coarse screen, there is little danger of pattern. Each job of this kind is a problem in itself, depending on the fineness of the screens, reduction or enlargement and the coarseness of the screen negative required. And the solution of each problem is found on the ground glass by turning either the half-tone copy or the screen until no pattern shows in the image projected on the ground glass.

Brief Answers to a Few Correspondents.

Kendall Clark, St. Cloud, Minnesota: Lithography is taught in the litho department of the Mechanics' Institute, Cincinnati, Ohio.

W. H. M., Concordia, Kansas: Can not recommend any private school that teaches photoengraving by mail.

C. L., Spring Valley, Wisconsin: The advertising columns of THE INLAND PRINTER will give you the addresses of concerns that supply engravers' zinc polished. You can also buy from them a zinc hook to cut it with. Don't know of any base-blocks with shallow hooks to save the trouble mounting. Better use the method invented by the writer in 1884, and tack the zinc cuts with steel brads to the type-metal bases.

W. G. Stevens, Chicago, Illinois: You can get the special ink for printing your mezzotints in colors from Sinclair & Valentine, 718 South Clark street, Chicago.

E. L. Brewer, Coshocton, Ohio: Will find the illumination evenly of 11 by 14 positives with a single arc lamp is almost impossible. Why not use the light of the sky and then you will get even illumination.

F. H. Perry, Holly, Michigan: Can not recommend a book to teach the making of wash drawings for half-tone engraving.

Enamel That Is Tough.

"Copper Etcher," Boston, writes: "Won't you please help me out with an enamel that is tough and will not soften up during etching? I do not use an etching machine, but believe the fellows that do must have a tough enamel to stand the racket. I make up my enamel according to this formula: 4 ounces of glue, 2 eggs, 8 ounces of water, 120 grains of bichromate of ammonia and ¼ ounce of water ammonia. This enamel softens up if I attempt deep etching, so I have to roll it up and powder early."

Answer.—You are mistaken about the etching machines requiring a "tough" enamel. The facts are just the other

way. The machine etches the copper so quickly that the enamel is in the etching solution so few minutes it has not time to soften; therefore the thinnest and weakest enamel, which would be destroyed in the "tub," may be used in a machine. Your formula is not an uncommon one, and is worked without giving much trouble except that it is not usual to add so much ammonia as you use. If all etchers will try the following enamel once they will learn what a simple matter half-tone enamel is after all.

Water	2 ounces.
Le Page's glue	1 ounce.
Ammonium bichromate	25 grains.

If this enamel does not work satisfactorily then the glue is a trifle acid, and may need a drop or two of ammonia to neutralize it. This department would like to hear what is the matter with the last formula.

Seasoning a Composition Roller in a Day.

F. C. Curson answers as below the following query in *Process Work:* "A new and very soft composition roller robs the zinc plate of ink in rolling up. Is there any method of hardening the roller?"

Answer.— The trouble of a new composition roller not working well is a common and serious one to the practical worker. I believe the failure to yield up ink is due to the greediness of the gelatin, or glue, to absorb ink until the composition is permeated with it and can absorb no more. When receiving a new roller for immediate use I always spread French chalk on the clean slab and roll the roller well into it. After rubbing off the chalk (and rubbing it hard), I dissolve half an ounce of ammonia bichromate in four ounces of water, and rub this well into the gelatin. Let it hang up for an hour, then repeat the bichromate rubbing and hang up the roller until next day. The result will be no further trouble. Of course composition rollers work best if hung up for about two months after being cast.

Photoengraving Business Past and Present.

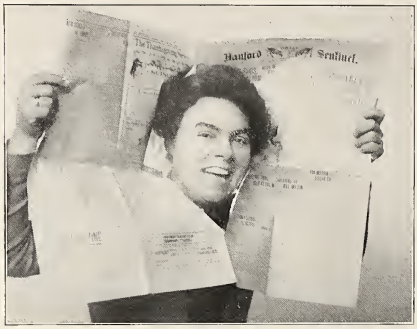
Anything Louis Flader writes is worth while — as, for example, the following from his article "The Passing Show," in *Penrose's Annual:*

The photoengraving industry has seen some changes during the past year — yes, some violent changes, although of a beneficent character. If you can imagine the gradual substitution of cooperation for vicious competition, then you have a correct idea of what is taking place in the United States and Canada.

The photoengraving industry has been sharply divided in this manner: A strong labor union on one hand and a mob of employers on the other. The labor union through its organization and because of its organized efforts has steadily advanced the wages of its members, while at the same time reducing their working hours. In other words, the workers being organized have advanced, and the employers being unorganized have been unable to advance (in fact have had to battle against great odds, to even stand still) and in many instances have actually gone back as far as profits are concerned.

From a business point of view, the situation was something like this: Cost of production, higher than ever, with a constant tendency to increase; prices lower than ever, with a constant tendency to decrease. Since competition was growing in volume and becoming more vicious in character every day, such a state of affairs could produce nothing but ruin for many of the men who had their money invested in the photoengraving industry.

As long as the industry was unorganized, practically speaking, it could only progress slowly, if at all, no matter in which direction. With a good strong organization, many evils and weaknesses can be eliminated and many reforms can be instituted. Labor disputes can be settled, customs can be established, usages can be regulated and uniformity in methods can be installed. With a strong labor organization on one hand, and an equally strong organization of manufacturers on the other hand, both working in harmony, there is an excellent outlook ahead.



A BREAK IN THE NEWS.

This reproduction from a Christmas souvenir card by the young lady stenographer and bookkeeper of the Hanford *Sentinel*, Hanford, California, is supplied by the courtesy of F. A. Dodge, editor of the *Sentinel*, and suggests what opportunities the camera gives for publishers to liven up their pages.

"B. L. T." PICKUPS.

AN APPRECIATIVE AUDIENCE.

Sir: At the end of a lecture to social workers a well-known sociologist said: "This evening my remarks have been confined to the insane. Next week I shall devote the whole two hours to the feeble-minded." L. W.

HEARD AT THE OPERA.

"The only shows that ever made me really feel bad were 'The Squaw Man' and the Sextette from 'Lucia.'" J. B.

FRENZIED ARITHMETIC.

Sir: In "The Master Mummer," by E. Phillips Oppenheim, I find this: "But, Isobel, I am more than twice your age; you are eighteen and I am thirty-four." H. L.-B.

"THE SECOND POST."

Your letter came. Glad you bought a team of horses. Hilda is sick. She has diphtheria and she will die I think. Clara died this eve. She had it, too. We are quarantined. Five of Fisher's family have got it. My wife is sick. She hain't got it. If this thing gets worse we may have to get a doctor. Them trees are budding good. Everything O. K. —*Letter from an island caretaker.*

SIGNS OF THE TIMES.

In Memphis: "Try the devil's own coal." In Madison: "Harry Bangs Express and Baggage." In Wheeling: "Our eggs are always the latest out." On the Lake View Presbyterian Church bulletin: "Man's First Sin. Violin Solo." In a State street store: "New novelties in parasols." On Wabash avenue: "Grower of cut flowers."

—*Line-o'-Type or Two, Chicago Tribune.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Historian of the Engraving Industry.

Fred W. Gage, of Battle Creek, Michigan, presided at the dinner given at the mid-winter conference of the Manufacturing Photoengravers of the Middle and South Atlantic States. In introducing one of the speakers, he said: "Every industry that has reached the importance of ours should have a historian. We have been fortunate in having one who has been faithfully recording our history in the columns of THE INLAND PRINTER since the days when I was in short pants and even before I had pants at all. It gives me great pleasure to introduce S. H. Horgan."



STEPHEN H. HORGAN.

Our readers will indorse Mr. Gage's tribute, though Mr. Horgan has done more than record the history and monthly progress of the photoengraving industry. He has also exposed the humbuggery of processmongers when they have tried to exploit imperfect methods or reinvent exploded ideas. While encouraging all improvements he has prevented many fake enterprises from bleeding investors. He has thus protected the trade, and this is one of the objects of THE INLAND PRINTER.

"Horgan's Half-tone and Photomechanical Processes" will shortly be issued from the press, and in this work Mr. Horgan describes the methods by which all illustrations are supplied to the printing-press through the aid of photography. The work will be illustrated with exhibits of all the processes mentioned, besides some historical exhibits that show the author's researches as a historian.

Since 1874 Mr. Horgan has been working at process methods in the shop. About two years ago he was induced to become sales agent for the Axel Holmstrom etching machine, and was so successful that William C. Farmer, of the Farmer-Zehr Engraving Company, 165-67 William street, New York, has secured Mr. Horgan's services as a representative for that house, a position in which all his friends wish him equal success.

Philadelphia Firm in New Home.

After being in their old quarters for forty-eight years, T. C. Davis & Sons, of Philadelphia, Pennsylvania, have moved to new and larger quarters at 506-512 Race street. The new building, which is of concrete, is what has been called the "walless" type, because it is mostly windows. This change, together with overhauling and adding to its equipment, places the firm in a better position to meet the requirements of its increasing business.

New Equipment for Salt Lake City Company.

The Utah Lithographing Company, of Salt Lake City, is installing new equipment of automatic machinery which will more than treble the output of the company. This company constitutes the Utah division of the Rocky Mountain Bank Note Company, and has lithographing plants in Denver and Pueblo as well as in Salt Lake City. The increase of equipment and improvements to be made are said to be fully warranted by the increased business demands of the territory covered.

A City Shop in a Country Town.

Among the thousands of "print-shops" where THE INLAND PRINTER finds its welcome each month is the Three Rivers Press, of Three Rivers, Michigan, located in a small city of six thousand people. Here is a complete job plant devoted exclusively to the printing of catalogues, booklets and general jobwork. The plant is nicely housed in a new all-concrete building of one story, built expressly for the concern, and owned by them — concrete floors in the press-room, hardwood floors in the composing-room and bindery, individual motors on all the machinery, electric lights, etc. Under the able management of A. C. Ruggles this institution has had a marvelous growth, until to-day it is handling jobs ranging in price from $1 to $10,000. Miehle cylinders, Golding and Gordon platens, Dexter folders and other necessary equipment place this shop in a position equal to that of the large city shops. The plant is manned with first-class workmen, each a specialist in his line, and each job is given individual care and attention. Three-color work is a particular specialty with this firm. C. K. Smeed, who has had charge of several large Detroit shops for several years past, has recently become connected with this plant as superintendent. Already buyers of printing throughout southern Michigan, who have been patrons of

the larger cities, are turning toward this shop as being more accessible and producing equally as good a grade of work. This plant, if its growth continues for a few years as it has in the past, will be heard from in printing circles. Many improvements are being planned by this institution.

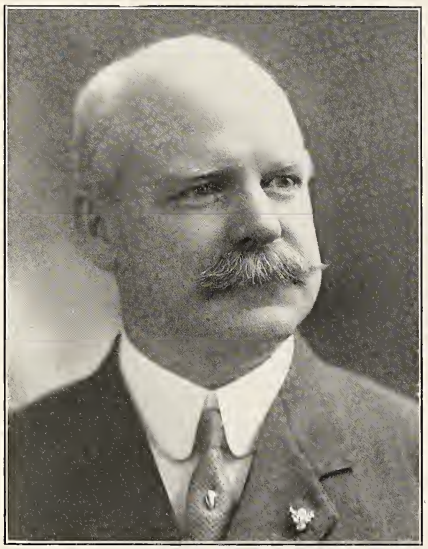
New Secretary of Ben Franklin Club of America.

The Executive Committee of the Ben Franklin Club of America has appointed Edward S. Sheasgreen as secretary to take the place of Henry Allen, whose recent resignation was made necessary by the condition of his wife's health. Mr. Sheasgreen was formerly with the R. S. Denham Company, and is well known to the printers of this country. A powerful speaker, having a wide and varied experience and acknowledged to be one of the foremost experts on costs, Mr. Sheasgreen will prove a valuable aid to the club in the position of secretary.

J. X. Brands on a Trip Around the World.

Jacob Xerxes Brands, so well known in the supply business, has with Mrs. Brands just begun a trip around the world for the Parsons Trading Company that will require over a year. He will visit London, Manchester, Paris, Rotterdam, Berlin, Leipsic, Cairo, Columbo, India, Australia, New Zealand, Valparaiso, Buenos Aires, Brazil, and Cuba, in all of which places the Parsons Trading Company have interests.

It is a long distance from the little farm in New Jersey where Mr. Brands first saw the light to far-off New Zealand, but Mr. Brands has earned his place in the printing world



JACOB XERXES BRANDS.

by hard and faithful work. He served his apprenticeship to the Washington hand press in Iowa, and remained until he was superintendent of a modern plant with a rotary perfecting press.

Since the early eighties he has been in the supply business — first as a traveling type salesman; later as manager of the Pacific coast branches of the American Type Founders Company. He has managed an electrotype and stereotype plant as well as a ready-print business. For six years he was in charge of the New York office of the F. Wesel Manufacturing Company until he undertook his present task, which is to introduce everything that is good in the way of American paper and printing machinery to the whole universe, and those who know Mr. Brands believe he is the man for the job.

Adrian Gil-Spear Joins Peninsular Engraving Company's Force.

The Peninsular Engraving Company, of Detroit, Michigan, with branch offices at Toledo, Ohio, and Boston, Massachusetts, has secured the services of Adrian Gil-Spear in order to meet the demand of advertisers for top-notch illustrations. Mr. Gil-Spear is an artist of established reputation, and his contributions of cover-designs and illustrations to the leading magazines, together with his work in many notable advertising campaigns, are sufficient evidence that he will prove a valuable addition to the Company's force.

Accuracy and Strength — Keystone Steel Chases.

The chase department of the Keystone Type Foundry is always a busy place, and one of the factors in keeping it busy is the ever-increasing demand for Keystone steel chases for Chandler & Price presses. These chases fill a long-felt want, and are more accurate and stronger than cast-iron chases and will outlast them many times at but little additional cost. The low prices at which Keystone steel chases are sold make it possible for every printer to have an ample supply for each of his C. & P. presses. The sizes and prices of the chases are shown in an insert just preceding the first reading pages in this issue.

Average Hour Costs in Cleveland.

After an exhaustive investigation of costs in Cleveland, Ohio, Charles F. McElroy, secretary of the Cleveland Ben Franklin Club, has published the following average hour costs: Hand composition, $1.26; linotype composition, $1.72; monotype keyboard, $1.20; monotype caster, $1.29; cylinder press, $1.65; pony cylinder press, $1.35; platen press, 87 cents; universal press, $1; cutting machine, $1.11; ruling machine, $1.15; wire stitching, 77 cents; folding machine, $1.18; punching, 77 cents; perforating, 79 cents; finishing, $1.14; forwarding, 99 cents; girls' handwork, 59 cents. These figures are authentic, being gathered personally by Mr. McElroy, who copied them direct from the cost records, covering a period of six months, of twenty-five shops, rejecting those which were not properly kept.

Advance Type Foundry.

In 1894 Robert Weibking and Henry H. Hardinge, of Chicago, built the first successful machine for engraving type matrices, and in 1896 these two coworkers established a partnership which later, in 1901, was incorporated as Weibking, Hardinge & Co., manufacturing matrices for typefoundries. From these experiences, having after many years' experimenting developed and finished a radically new and complete short-cut equipment for the manufacture of type, the Advance Type Foundry, 1131-33 Newport avenue, Chicago, makes its bow to the printing trades, and states that, with unequaled facilities for producing new faces with automatic casting machines operated by compressed air, it is prepared to offer a large number of new and unusual features both in quality and price to the consideration of discriminating buyers.

Hubert S. Foster Goes to Philadelphia.

Hubert S. Foster has resigned his position as manager of the job-printing department of the Lakeside Press, R. R. Donnelley & Sons Company, of Chicago, and has accepted the position of manager of the mechanical and sales departments of the United States Fashion Book Company, of Philadelphia. He entered upon his new duties January 15.

Under Mr. Foster's management the job department of the Lakeside Press has flourished, and its product rated with the best produced in Chicago. Besides being a practical printer, Mr. Foster stands high as a designer of advertising matter and effective typographical work.



HUBERT S. FOSTER.

This young man came to Chicago a little over three years ago from Wildwood-by-the-Sea, New Jersey, where he had charge of the printing department of the *Journal*, and was also active in board of trade work. For several years he was associate editor of the Elmer *Times*, one of the leading southern Jersey weekly newspapers.

Mr. Foster has made for himself a host of friends in Chicago, and in appreciation a farewell dinner was tendered to him by forty of his coworkers in the Donnelley plant on Monday, December 23. The affair took place at the City Club, with speechmaking and many expressions of good will. A handsome gold watch fob, engraved for the occasion, was presented to Mr. Foster as a farewell token.

New Publishing House for Harvard.

The president and fellows of Harvard College voted on January 27 to establish the Harvard University Press, for the publication of works of a high scholarly character. For some years the university publication office, besides printing the catalogues, department pamphlets and other official documents, has found it possible, in spite of its limited resources, to issue from time to time a few special works, until it now has a list of some fifteen periodicals and eighty books, ranging from treatises in Indic philology to practical directions for American lumbermen. To organize and extend this activity, so as to make the university properly effective as a publishing center for scholarly books, is the object of the new foundation. The director of the press is Charles Chester Lane, for the past five years publication agent of the university.

Indianapolis Firm Changes Hands.

The plant of the Hoover-Watson Printing Company, of Indianapolis, Indiana, has been purchased by Arthur Jordan, and will be operated under the name of the Printing Arts Company. This plant is thoroughly equipped for most effective service in every line of commercial photography, designing, retouching, engraving, printing and binding.

C. S. Peterson Purchases Swedish Weekly.

C. S. Peterson, of the Peterson Linotyping Company, and president of the Machine Composition Club of Chicago, recently purchased the *Gamla och Nya Hemlandet*, a Swedish weekly newspaper, which is fifty-eight years old and has a circulation of twenty thousand. Mr. Peterson says it will be a Progressive (Independent) one-cent paper of sixteen seven-column pages.

A. W. Michener with Baker-Vawter Company.

The Baker-Vawter Company, of Chicago, recently announced that it had secured the services of A. W. Michener, formerly secretary and manager of the Review Printing & Embossing Company, as manager of its new commercial printing plant. Mr. Michener is a printer business man who knows the printing business thoroughly, and with the equipment the company has installed is prepared to do the highest class of work and give the best of service.

Panama-Pacific Exposition — Graphic Arts Section.

The Liberal Arts Department of the Panama-Pacific Exposition of 1915 is the department that will hold most of interest to printerdom, for it includes the graphic arts. The success of this section in securing a fine exhibit will greatly influence conventions of printers in determining whether they "will go to the coast" in 1915.

Theodore Hardee has been appointed chief of this important department, and brings to the position a wealth of exposition experience. Mr. Hardee was the principal assistant of General Secretary Stevens, of the St. Louis World's Fair in 1904, and participated prominently in the promotional work of securing foreign exhibits. He also had charge of the special events at the Lewis and Clark Exposition at Portland, his official designation being assistant to the president.

Mr. Hardee has been connected with the Panama-Pacific Exposition since 1910, first in a voluntary capacity and afterward as secretary to the president. He was active in raising funds, and was also a member of the commission that visited European capitals in the interest of the 1915 fair.

With this experience Mr. Hardee is apparently equipped to get the best results in liberal arts. In his first letter to possible exhibitors he says:

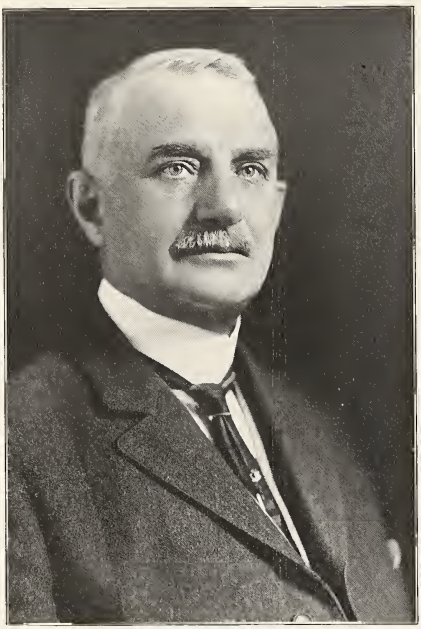
"The ground plan for the Palace of Liberal Arts is already arranged. The exhibits must of necessity be selective in character because of the comparative limitation of space which, by reason of wider participation and more extended productivity, will be more restricted than at previous international expositions. . . . The opening of the Panama Canal means the development of entirely new avenues of commerce, the extent of which it is impossible to overestimate. The Orient and Latin America should

prove large and profitable markets for the graphic arts, and the universal exposition at San Francisco in 1915 will afford a rare opportunity to bring these products to their particular notice. Blank applications for space, the exhibits, classification and other information prepared for the guidance of exhibitors, will be forwarded on request."

William Thomson Printers' Machinery Company.

William Thomson, for the past twenty-five years or more connected with the printing-machinery trade and the John Thomson Press Company, of New York, in particular, of which latter concern he has been secretary, treasurer, secretary and treasurer, and is now a director and secretary, announces the incorporation of the William Thomson Printers' Machinery Company, under the laws of the State of Illinois. The new concern takes over the office of the John Thomson Press Company, in the Fisher building, Chicago, and Frank J. Shead, manager of the office, will continue under the new order.

The John Thomson Press Company has maintained a Chicago office for the past twenty years or more, and the significance of this advance movement is encouraging to the growing importance of the western market. The wide



WILLIAM THOMSON.

acquaintance, unusual experience, and distinguished success of William Thomson as a member of the partnership doing business under the name of John Thomson, and as the general manager and a director of the corporation which succeeded, makes the advent of his personality into the Chicago field an event of unusual moment. A complete line of the presses and parts manufactured by the John Thomson Press Company, or those known as the Colt's Armory presses, will be kept in stock by the William Thomson Printers' Machinery Company, and a well equipped repair department will be maintained. The new concern is going after the business in a systematic and comprehensive way in a wise cooperation with progressive printers, proving indubitably by the excellence of product that presses, as heretofore, manufactured by the John Thomson Press Company are absolutely far in advance of anything yet produced.

The Bickford Printing Machinery Company.

E. C. Bickford, known to many of our readers in connection with the firm of Brintnall & Bickford, has announced the establishment of the Bickford Printing Machinery Company, located at 507 Mission street, San Francisco, California. Mr. Bickford is in a position to supply anything in the line of printers', bookbinders' and lithographers' machinery.

Commonwealth Press and Blanchard Press Consolidate.

Through negotiations recently concluded the Commonwealth Press purchased the plant and business of the Blanchard Press. These two firms are both among the leading printing houses of Worcester, Massachusetts, and the consolidation will give the Commonwealth Press one of the largest establishments in New England. The two plants will be combined, about March 1, in the new Graphic Arts building.

Linotype Imprints for Every Purpose.

Casting imprints on a linotype machine in small gothic faces is something new. As small faces are not made, the imprint slide can be used with the Mergenthaler casting-block. The imprint slides made by the Imprint Matrix Company, Charlotte, North Carolina, are interchangeable with border slides and are constructed with the greatest accuracy. Every character in the imprint will be perfect, and the slugs are exactly type-high. Imprints may be made in one, two and three lines to cast on one slug. Special designs are also made. The imprints may be had up to thirty ems in length, and may be made to cast in any position on a slug, either on the top, bottom or center. They will prove so inexpensive that a new one can be used on every job, and newspapers will have no reason for worn lines like " Special Dispatch " appearing in their columns. Send for specimen-sheet to the originators and makers, the Imprint Matrix Company, Charlotte, N. C.

The Cottrell Single-revolution Press.

A Cottrell single-revolution press that has printed regularly, for fifteen years, a weekly newspaper and the numerous bills, posters, etc., generally run in a country newspaper office, without costing anything for repairs, is certainly a machine that no buyer should overlook when in the market for a cylinder press. What Mr. Humphries, of Mexico, New York, and Mr. Lusk, of Italy, Texas, says about the Cottrell single-revolution press, in the insert in the first section of this journal, should convince the most skeptical purchaser that it would be to his advantage to install one of these presses. Besides being the most profitable press to employ on a newspaper with a circulation up to three thousand copies, a Cottrell single-revolution press will print posters, blank-books, show-cards, etc., as expeditiously and economically as the more expensive two-revolution presses. For further information and a beautifully printed booklet describing these presses, write to any house of the Keystone Type Foundry at Philadelphia, New York, Chicago, Detroit, Atlanta and San Francisco.

John R. Rogers Lectures on "The Evolution of the Linotype."

John R. Rogers, head of the experimental department of the Mergenthaler Linotype Company, and famed as the dean of composing-machine inventors, gave an illustrated lecture on "The Evolution of the Linotype" at the monthly meeting of the Chicago Printing Crafts Association on Tuesday evening, February 18, and at a combined meeting



JOHN R. ROGERS.

of the Ben Franklin and Machine Composition Clubs of Chicago on the following Thursday evening. Mr. Rogers traced the development of the linotype, showing a number of stereopticon views of the different machines from the earliest efforts to the present day, and pictures of the men who have been responsible for this development. At both meetings, large and enthusiastic gatherings greeted Mr. Rogers, and at the close of his lectures some time was spent in asking questions.

Mr. Rogers was one of three men who, located in different parts of the country without knowing of each other's plans or even of their existence, started experimenting on slugcasting machines. Otto Mergenthaler and J. W. Schuckers were the other two men, but to Mr. Rogers alone fell the privilege of seeing the machine brought to such a stage of perfection that it revolutionized the printing industry.

The Multiple Machine Idea.

Last spring Lee Crittenden and Edward Hulse, incorporated, expert counselors in printing and equipment, sent out a letter to a number of linotype users on behalf of a client asking the experiences of a number of printers using the No. 8 linotype on ad. composition. Forty-eight replies were received, all highly commendatory of the resourcefulness of the multiple system. These letters, submitted to the Mergenthaler Linotype Company, by Messrs. Crittenden and Hulse, have with characteristic enterprise been arranged and printed in pamphlet form. Printers who are collecting data on efficiency will do well to secure a copy of this contribution by writing to the Mergenthaler Linotype Company.

Emphasizing this evidence, in another section of this number of THE INLAND PRINTER will be found an insert regarding repeat orders for multiple magazine linotypes, exhibiting an imposing list of linotype users who have added to their equipment by sending in additional orders, which goes to prove that the linotype reaches out and makes work for itself and work for more linotypes.

Uprightgrain Beefsteak Dinner.

A jolly crowd of printing-house superintendents enjoyed the hospitality of the Uprightgrain Printing Base Company at a beefsteak dinner held at Marco's, Dearborn street, Chicago, on February 8. The invitations were printed on large sheets of butcher-paper in poster style in red, silver and gold.

Linotype Operator in New Role.

William B. Delancy, well-known as a linotype operator and former proofreader in Chicago, has made an addition to his list of accomplishments, having turned his attention to song-writing with great success. His latest pieces are: "The Song in My Heart," "Starlit Eyes of Love" and "The Chicken Rag Time Rag."

S. D. Warren & Co.'s "Paper Buyer's Guide."

The effects of color combinations, typography and engravings are shown in lavish profusion in the "Paper Buyer's Guide," the new specimen-book of S. D. Warren & Co., 160 Devonshire street, Boston. The book contains specimens of all the company's standard papers, and is sent free to any printer requesting it on his own business stationery.

Moves into Larger Quarters.

Frank L. Pekins, the Quality Printer, of Walden, New York, has been forced to seek larger quarters, owing to the rapid increase of business. Mr. Pekins announces that he will be located at No. 5 Oak street, where increase of floor-space and equipment together with improved lighting facilities will enable him to give better service and to produce a still better grade of work.

The Haddon Safety Platen.

Under the suggestive title of "The Greyhound of the Pressroom," H. Hinze, American agent for John Haddon & Co., Tribune building, New York, calls attention to the merits of his latest pressroom moneymaker, the Haddon Safety Platen, a press possessing many novel and valuable features. Many of these presses have been in operation by printers in this country with profit and satisfaction. A full line of these presses will be on view at the National Printers' Machinery Show during the month of April.

Cost-finding System for Machine-composition Houses.

A new treatise on cost-finding for machine-composition houses is being prepared by the Machine Composition Club of Chicago. This treatise, which is based on the Standard Uniform Cost-finding System, is specially adapted to meet the requirements of plants doing machine composition, and gives reproductions of the blanks to be used together with detailed instructions for their use. William J. Davis, manager of the London, England, branch of the Mergenthaler Linotype Company, who was a guest at the meeting at which the copy was read and discussed, congratulated the club on the thoroughness with which it has gone into the matter, and on the accurate system which has been devised.

Time-recording Device for Stamping Job-tickets.

To eliminate guesswork and the approximating of time recording on printers' job-tickets, the time-stamp made by the Magneta Company, 1955 Park avenue, New York, seems to be just the right thing. The time-stamp operated in conjunction with a master clock gives exactness of time recording on job-tickets in every department. There can be no discrepancy in this matter under this system. All printers operating up-to-date plants and running under complicated cost systems must have an exact method of time recording. With a Magnetograph — illustrated here — the stamping of a ticket, letter or any other printed form used furnishes a minute record of the starting and



The Magnetograph Time-stamp.

ending of any number of operations. Any one interested in such a device can obtain full particulars from the manufacturer.

Mayville Offset and Tympan Papers.

Tympan papers and offset papers made specially to meet the requirements of the printer are among the time and money savers that keep the modern pressroom up to that efficiency that competition demands. The "Mayville" tympan and the "Mayville" offset papers, manufactured by George W. Miller & Co., 62 and 64 Duane street, New York, and sold direct or through local jobbers, have qualities that appeal strongly to the pocket of the printer. Labor is the most expensive element in manufacturing, and these papers are labor-savers and quality improvers.

Wanner Cabinets for Proof Paper.

Saving time, waste, mistakes, and improving quality are the elements in efficiency, and probably no piece of mechanism in the composing-room gives greater opportunity for losing time or money than the proof press. The safety cabinet just placed on the market by A. E. Wanner & Co., Manhattan building, Chicago, carries the proof paper in four kinds and two sizes, protected from drafts and dirt and yet convenient for the operator, saving unnecessary motions. The cabinet has a place for rags, ink, ink-pads and wrenches, and can be attached to any Potter proof press.

WHAT SCHOOLS ARE FOR.

It is at all times to be kept sharply in mind that schools are not only to educate people in order that they may be educated, but also to educate them in order that they may do things. They are to be trained for labor and for effectiveness. Things must be done, and great men and women are to develop through doing them.—*Andrew S. Draper.*

BOOK REVIEW.

"Old China."

The Riverside Press, Houghton Mifflin Company, has issued Lamb's essay, "Old China," in a form and style that makes a fit setting to the delicate and quaint humor and pathos of this literary gem. An edition of five hundred numbered copies have been printed, and the plates destroyed. The price is $1.50.

"Stonework — How and Why."

Vernon Possnett, whose name is familiar to readers of The Inland Printer as a contributor to its pages on the subject of imposition and presswork, is the author of a well and carefully prepared and printed work on his specialty. "Stonework — How and Why," published by Raithby, Lawrence & Co., Limited, Leicester, England, is an authoritative work on the best English practice, clearly and readably presented. May be had through The Inland Printer Company, Chicago. Price, $1 postpaid.

"The Story of Chicago — In Connection with the Printing Business."

The Regan Printing House, of Chicago, has issued a memorable work in an attractive form, and in large clear type so that old printers, whose eyes are not what they were in the days, or nights, when with rapid and skilful fingers they piled up "strings" on the morning papers, can read with ease this history of days when they were in their prime. The work evidences much patient research, and is a most valuable contribution to the history of the art of printing as developed in the city of Chicago.

"Outlines of Applied Optics."

This work by P. G. Nutting, associate physicist of the Bureau of Standards, Washington, D. C., is one of the latest contributions to the "science series" of the well-known publishing house of P. Blakiston's Son & Co., of Philadelphia. The author in his preface points out that applied optics is practically untaught in any university, and that the student of pure optics regards optical instruments as mere tools to be simplified and ignored rather than studied. But the physical properties of the eye and photographic plate, essential parts of every optical instrument, are largely unknown and disregarded. The work is therefore an "entering wedge" to the more systematic study of the much-neglected subject of applied optics. Copious illustrations and diagrams illustrate the text of the 234 pages. Price, $2 net.

Foreman's Ad.-record Schedule.

J. F. Bolen, Taylorville, Illinois, has devised and published an Ad.-record Schedule for the use of foremen of newspaper composing-rooms. It is a blank-book on which a year's record may be made of the different advertisements intended to run for a certain number of issues or at intervals during a stated period. Each page carries the schedule for a particular day of the week for four calendar months, showing the date on which the day falls. Seven pages are thus devoted to a four-months' record, each page providing for a schedule of all such ads. running on a particular day of the week in the period covered. Provision is made for listing the names of twenty-eight advertisers on a page. The last page of the schedule is devoted to a blank form for making a record of contracts.

As there have been many inquiries for a record-book of this character, Mr. Bolen's efforts are sure to receive encouragement. The book is sold at $1, and can be purchased of The Inland Printer Company.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 50. MARCH, 1913. No. 6.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
FOLGAR JENO, Rakociut 69, Budapest VIII, Austria.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS — A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. $2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. $1 by mail. THE INLAND PRINTER COMPANY, Chicago.

FOR SALE — Bound volumes I to XIV, THE INLAND PRINTER; make offer; f.o.b. Chicago. C 203.

BUSINESS OPPORTUNITIES.

RARE BARGAIN — KIDDER COLOR ROTARY PERFECTING PRESS AND DEXTER FOLDER. Formerly used by the Lewis Publishing Co., publishers of *Woman's Magazine*. In fine condition. Set up on floor of Pressroom Building. Kidder 42 by 60, five-color rotary perfecting printing-press, No. 1186. Prints from 1 to 4 colors on face and one on back of web. Maximum width of web, 60 in. Mill roll, 30 in. in diameter. Maximum size of sheet, 42 by 60, cut off after printing. Collects sheets in groups of 4; delivers by fly to automatic lowering table. Plate cylinders fitted for electrotypes ⅞ in. thick — 4 around and 4 across, giving a total of 32 pages, 10½ by 15, untrimmed, per revolution. Ink system is the rack back type. Impression cylinders fitted with throw-off. Press fitted with traveling offset web on the perfecting impression cylinder, taking a roll 30 in. in diameter. Speed, 6,000 impressions per hour; horse-power, approximately 15 h. p.; dimensions over all, approximately 20 feet long, 9 ft. 6 in. wide and 7 ft. 4 in. high. Electrically operated. Equipped with Sprague Type D, 20 h. p. electric motor, 115 volts; Cutler-Hammer 23 h. p. rheostat, 110-125 volts.

DEXTER DOUBLE AUTOMATIC QUADRUPLE FOLDING MACHINE.— Complete. Automatic feeder attached. Takes sheet 21 by 30 and folds into 4 or 8 pages; takes sheet 30 by 42 and folds into 4 or 8 pages; takes sheet 42 by 60 and folds into 16 or 24 pages. Electrically operated, with General Electric 2 — 1¾ h. p. motor, 115 volts; Cutler-Hammer 2 h. p. starting box. Will sell either or both at extremely low price. WOMAN'S NATIONAL PUB. CO., University City, St. Louis, Mo.

WEEKLY PAPER and job office in healthiest town of 2,500 in Texas; no other printing plant in the county; presses, folder, standard Linotype, individual motors, plenty of type cabinets, cases; no run-down outfit; 48 columns, all home print, with plenty of ads.; lots of book, folder and legal work; 1,500 paid-up subscribers; don't write unless you have $2,500 cash; balance on time. W. B. COLLINS, Llano, Tex.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

ASTRA ESTABLISHMENTS—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

ADVERTISER is looking for an associate to take interest in and manage an engineering monthly magazine controlling its own special field, with broad opportunity for development and an excellent basis on which to build; the magazine is practically self-supporting and advertiser has invested about $10,000; associate would be expected to invest equal amount in the further development of paper and to give his entire time to the work; no one not thoroughly educated, willing to do intense work and able to furnish the best references, social and technical, need apply. C 202.

JOB OFFICE — Best location in city of 50,000 population; 19 by 26 Cranston cylinder, 13 by 19 Universal, 10 by 15 Peerless, 8 by 10 Gordon, Boston wire stitcher, all fitted individual motors; 30-inch papercutter, 150 fonts late type, stones, cases, everything complete; worth $3,500 — price, $2,000; cash, payments, or will sell half interest to competent party, or can handle exchange for newspaper plant of equal value. STANTON PRINTING CO., 18-22 W. Washington st., Springfield, Ohio.

FOR SALE — Perfectly equipped rapid photogravure plant consisting of two rotary and one sheet-fed presses and other necessary equipment; the change of policy in confining our business to our established trade in color and photoengraving offers an excellent opportunity to a large printing or publishing house to add a picture-producing department for art or commercial purposes. THE HARTLEY COMPANY, 129 Lafayette st., New York.

FOR SALE — Finest-equipped small plant, livest city, Pacific Northwest; city will reap immense benefits from Panama Canal; plant has best work; profitable, but needs the capital for an allied business, which would add big volume trade to plant; bargain, act quickly. C 216.

FOR SALE — Well-established, up-to-date four-jobber printing plant, located in the city of Los Angeles, doing a profitable business; exceptional opportunity for a capable, high-grade man; for particulars, address SECRETARY, Printers' Board of Trade, Los Angeles, Cal.

FOR SALE — One of the best-paying country papers in heart of new irrigated section in southeastern Idaho; A-1 plant, including Cranston cylinder and fine assortment of type; splendid opportunity for right party; must be sold before May 1; price right. C 189.

GET PRINTING ORDERS BY MAIL from hundreds of towns; field unlimited; in four months, with $850 plant in small city, I build $50 to $75 weekly business above local business; interesting circular free. HOLLIS CORBIN, 1931 Broadway, New York city.

FOR SALE — A complete, small, modern and practically new photoengraving plant in Ohio; an unusual opportunity for an A-1 practical man; all the work can handle under contract. C 186.

FOR SALE — Three-machine trade-composition plant, working to capacity; located in best city in Southwest; good reasons for selling; $5,000 cash will handle. C 176.

PUBLISH NEWSPAPER — 1,000 four-page, seven-column papers, $28 weekly; second thousand, $6. EMPIRE NEWSPAPER UNION, 419 1st av., New York.

FOR SALE — Job bindery doing good business. On account of poor health. SCHENECTADY BOOK BINDERY, Schenectady, N. Y.

FOR SALE — A thoroughly organized and money-making printing business in Texas. M 928.

COPY.

EXCLUSIVE PRINTERS' ADVERTISING SERVICE; five years' demonstrated success; samples free. FRANK ARMSTRONG ADV. CO., Des Moines, Iowa.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

CANFIELD'S "GOOD ENOUGH" photoengraving process for printers and newspapers; instructions, chemicals, blank plate, sent prepaid, $1.25. 327 Earlham, Germantown, Philadelphia, Pa.

FOR SALE.

FEEDERS FOR SALE — One 49 by 66 Dexter automatic pile feeder, with 1 h. p., 220-volt, d. c. motor; one 24 by 36 Dexter automatic pile feeder, with ¾ h. p., 220-volt, d. c. motor; the above machinery is in first-class condition and practically as good as new, having seen only about 6 months' service; attractive prices will be quoted upon application to THE WESTERN PAPER GOODS COMPANY, Third and Lock sts., Cincinnati, Ohio.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, easing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

ELECTROTYPE MACHINERY FOR SALE — One Wesel electrotype-trimming machine, trims 24 inches square, with ½ h. p., 220-volt, d. c. motor; one No. 2 Wesel agitator, with pump and 2 h. p., 220-volt d. c. motor; the above machinery is in first-class condition and practically as good as new, having seen only about 6 months' service; attractive prices will be quoted upon application to THE WESTERN PAPER GOODS COMPANY, Third and Lock sts., Cincinnati, Ohio.

FOR SALE — Two ruling machines, 32 and 36 inch cloth, with strikers attached; in very good condition; price, $125 and $150 f.o.b. Lockport, N. Y.; also 1 Boston Wire Stitcher No. 3, in first-class condition; price, $130 f.o.b. Lockport, N. Y. Write for further information. A. J. LAUX & CO., Lockport, N. Y.

FOR SALE CHEAP, for cash, to quick buyer, one Stonemetz jobbing folder; takes sheet 19 by 25 to 25 by 38, point or guide feed; folds 8's, 16's, 24's, 32's and 16's two-up; slitter on first fold; for further particulars and price, address B. R. FIERSTINE, 42 Pearl st., Utica, N. Y.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — One Hoole rotary check end-name printing machine, good as new, but slightly used, at half price, $150. C. F. HOECKEL B. B. & LITHO COMPANY, Denver, Colo.

LINOTYPE, MODEL 3; excellent condition, with one extra magazine, two sets of matrices, liners and ejector blades. EDDY-PRESS CORPORATION, Cumberland, Md.

FOR SALE — Two Model 3 Canadian Linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

THREE LINOTYPES — One Model 3, one Model 1 and one Canadian machine. McALPINE PUBLISHING CO., Halifax, N. S., Canada.

FOR SALE — One Canadian Linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE — Model No. 1 linotype magazine; for particulars, write S. B. NEWMAN & CO., Knoxville, Tenn.

FOR SALE — One Pony Miehle press, guaranteed as good as new; price, $1,200; immediate delivery. C 191.

HELP WANTED.

Bookbinders.

WANTED — Experienced blank-book forwarder and finisher; one experienced in ruling preferred; state age and experience; $18 to $21, according to ability, 54 hours; only first-class man need apply; must be steady, sober and reliable; references required. A. J. LAUX & CO., Lockport, N. Y.

Engravers.

FOREMAN-ENGRAVER WANTED — A large publishing house in the Middle West wishes to secure a thoroughly experienced working engraver-foreman for its finishing department; one used to high-class half-tone and color work; nonunion man preferred; in reply please give full particulars in regard to previous experience, age, recommendations, etc. C 190.

WANTED — Engraver for metal or wood. TAMPA BOX COMPANY, Tampa, Fla.

MEISEL Printing Press Mfg. Co., 944 to 948 Dorchester Avenue, Boston, Mass.
Presses for Printing one or both sides of the web in one or more colors for roll or sheet products, flat or folded. Ticket Presses. Salesbook Presses. All sizes Rotary Presses.

Manager.

MANAGER of job-printing department wanted; a situation is open with a large periodical-publishing house for an experienced man to take charge of its job printing; this demands accurate knowledge of paper stocks, printing and folding processes and the ability to handle large and complicated runs; write, stating age, references and experience. C 104.

Office Men.

WANTED — A competent man with experience in the printing-ink business, for office work; must know details of printing-ink business; give references, experience and salary required. C 194.

Pressmen.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED — A job pressman who understands "process" letterwork thoroughly. C 219.

Rollermaker.

WANTED — Young man to run printers' roller-casting plant; must be competent rollermaker; give experience, references and salary required. C 192.

Salesmen.

WANTED — A SPECIAL REPRESENTATIVE; must be a high-class business man, a young, energetic, enthusiastic worker used to fair dealing; he must also have a good knowledge of the mechanical requirements of the different printing pressrooms and be able to gain and hold trade, and have the best of references; good opportunity to the right man. WALTER SCOTT & CO., Printing Press Manufacturers, Plainfield, N. J.

WANTED — Estimator and salesman; must be sober, energetic, of good address and well versed in estimating on printing in accordance with cost-finding methods; references required; permanent position and advancement for right party; new plant, modernly equipped, under experienced management. DULANEY-BOATWRIGHT CO., INC., Lynchburg, Va.

WANTED — Printing-ink salesman, to sell established brand on Pacific coast; must be reliable, sober, industrious and not married; give references, experience and salary required. C 193.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

LINOTYPE INSTRUCTION — Seven Linotypes; lesson sheets; thorough mechanical instruction; employment bureau; 150 students yearly; call or write before deciding; three openings EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York city.

OLD TYPE WANTED.

OLD TYPE WANTED — Cash or exchange. EMPIRE TYPE FOUNDRY (not in the trust), Buffalo, N. Y.

SITUATIONS WANTED.

Artists.

ARTIST seeks improvement in position; expert in lettering, retouching and washes; excellent in catalogue, dummy and commercial work. C 208.

Bookbinders.

WOULD LIKE A POSITION with some St. Louis (Mo.) lithographing or printing concern; I am familiar with bindery work and all kinds of cutting; I am at present employed; if I give satisfaction, and if agreeable to all concerned, I might take a little stock in the concern; can give references. C 185.

SOBER AND INDUSTRIOUS young man with 12 years' experience in bindery, first-class finisher and forwarder, desires position as working foreman; Maryland, Virginia or North Carolina preferred. C 171.

BOOKBINDER-FORWARDER of 22 years' experience on blank-books, loose-leaf devices, all finished books and cutting machines, desires position. JACOB WAGNER, 130 N. St. Clair st., Dayton, Ohio.

BOOKBINDER — First-class finisher, stamper, marbler, forwarder, gilder and ruler wants position; 16 years' experience in blank books, edition and loose-leaf binders; West preferred. C 880.

BINDERY FOREMAN, thoroughly familiar with the different classes of work in all branches, and of first-class mechanical and executive ability, wants position; any part of the United States. B 165.

Compositors.

A-1 JOB AND AD. PRINTER, experienced job and cylinder pressman, and practical linotype operator-machinist, open for engagement after March 15; all-around 100-point man; foremanship position preferred; highest references; union. C 215.

COMPOSITOR, with decided ability and wide experience in job, booklet and ad. work, desires permanent position where taste and originality with economy of time are essential; age 25; total abstainer; union. C 183.

COMPOSITOR, who has worked for the present firm 11 years — desiring change — would like position as job or ad. man; age 28, married, sober, union; state particulars and salary. C 174.

Foremen.

MANAGER wants to go West or Southwest; age 37, married; understands printing and binding in all branches; can get business and understands costs; has sold printing blank-books account; situation must pay $2,500 to start with a large printer and chance to become stockholder after reasonable time; at present employed in Twin Cities, Minn. C 211.

SITUATION WANTED — Experienced foreman, employed, would like to change; thoroughly conversant with hand, linotype and monotype, book and job composition and estimating; industrious; sober; established city plant in New York city or East preferred; union; reliable. C 201.

MANAGER — Experienced, high-grade printing and colorwork, competent to handle large plant efficiently and economically, desires engagement with responsible house; knows costs, estimating, etc.; references. C 204.

FOREMAN — Afternoon daily, west of Mississippi; good references, teetotaler, good salary expected. C 212.

Miscellaneous.

A YOUNG MAN WITH 3 years' high-school education,
4 years' experience in printing-office,
2 years' experience making rubber stamps,
Some knowledge of advertising, and
An interest in anything he undertakes,
desires a position where he can make use of as much of above as possible. Write to C 220, care INLAND PRINTER.

LAYOUT AND DUMMY MAN — Extraordinary ability, original and quick; experienced in the better class of printing and colorwork; familiar with stock; long experience at estimating. C 205.

Pressmen.

PRESSROOM FOREMAN desires to connect with a first-class house; a practical man, with a thorough knowledge of presswork — a good manager of men, who knows how to turn out quality work in smallest amount of lost time; references; nonunion. C 805.

POSITION WANTED by an experienced pressman in all classes of work; highest references as to ability and character; would prefer to go to small town, 100 to 200 miles from Chicago, and if necessary can purchase partnership. C 217.

PRESSMAN — Thoroughly reliable, wants change; experienced in general commercial work on cylinder, auto and platen; holds card; strictly temperate, age 35, married; must be steady situation. C 197.

WANTED — Position as cylinder pressman in a small shop; have had 7 years' experience. M. H. KILGORE, 927 Munson st., Akron, Ohio.

Proofreaders.

PROOFREADER (English, French and Spanish) desires position, preferably in mild climate. C. S. E. W., Box 67, Magnolia, N. J.

WANTED TO PURCHASE.

TWO FLAT-BED WEB PERFECTING newspaper presses and a common rotary press with stereotyping wanted; the last mentioned shall be used for twelve-sided newspapers, size 51½ by 67½ cm., and all the presses are to be delivered in the latest construction and equipped with all modern improvements; American firms, who wish to deliver one or more of the presses, will please address their offers with full particulars, illustrations, etc., stating lowest price for reselling, to VILHELM JOHNSON, Stockholm 12, Sweden.

A FIRST-CLASS PRESSMAN wants to purchase an interest in newspaper and job-shop in a small town about 100 to 200 miles from Chicago. C 217.

MONOTYPE WANTED — Secondhand. C. L. DARTE, 306 Lexington av., Buffalo, N. Y.

WETTER
IN A CLASS BY ITSELF

NUMBERING MACHINES
SOLD AT RIGHT PRICES
All Type Founders and Dealers
Wetter Numbering Machine Company
335 Classon Avenue, Brooklyn, New York, U. S. A.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, $2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-14

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo.. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-13

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-14

Embossers and Engravers — Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-14

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Hot Die Embossing.

STEARNS, HOWARD & CAMPBELL, 557 W. Monroe st., Chicago. Catalogue covers, labels, show-cards, etc.; engravers and die sinkers.

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-14

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

Photoengravers.

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-13

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-14

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-14

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-13

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

FOR RELIABLE TYMPAN PAPERS

Mayville Duplex Tympan
for Top and Draw Sheets
Especially economical on long runs

WRITE
GEO. W. MILLAR & CO.
284 Lafayette Street,
New York

Mayville Offset
For the rotary press
A superior Traveling, Shifting or Smut Tympan

Our Guaranteed Reliable Tape Moistening Machine



is the cheapest and most efficient sealer on the market and is *Sold Outright — No Lease — No Rental — No Restrictions.* Absolutely the best machine on the market both in appearance and service. *Write for Catalogue.*

RELIABLE GUMMED TAPE CO., Inc. 80-90 Cypress Avenue, New York, N. Y.
Largest Manufacturers of Sealing Machines and Printed Gum Tape in the United States

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firms:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernard Dietz Co., 231-233 Forest st., Baltimore, Md. 10-13

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-14

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipment. 7-13

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-13

Roller Racks and Overlay Tables.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" scientific roller care. 5-13

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-13

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only $5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, $1. HENRY KAHRS, 240 E. 33d st., New York. tf

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Vancouver. 8-13

ADVANCE TYPE FOUNDRY — Highest quality type at moderate prices. WIEBKING, HARDINGE & CO., Props., 1133 Newport av., Chicago.

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-13

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm st., New York. 11-13

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Cast them on Linotype Machines in your own office at a trifling cost and have a new imprint for every job. We make Matrix Slides to cast imprints in a variety of small Gothics, any length of line up to 30 ems—one, two, or three lines on a slug. Send for circulars and a copy of our booklet, "Advertising a Printshop with Imprints." Every Matrix Slide we make guaranteed to cast perfect slugs. Write today.

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THE NEWS CO., NEWBURGH, N. Y.
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IMPRINT MATRIX COMPANY, Originators and Makers, CHARLOTTE, N. C.

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The Krauss Roller Adjuster

The perfect "set" of the rollers gives the same satisfaction on a Gordon as on a cylinder press. Results show immediately. Perfect printing and great roller-saving. Life of rollers increased 50 per cent. Supplied for 8-12, 10-15, 12-18 C. & P. Gordon, $6 per set.

Sold by principal dealers or direct.

The Krauss Roller Adjuster Co.

36 E. Broad Street, Columbus, Ohio

Barnhart All-Brass Galleys

Are strongest where the strain comes—at the corners. The bottoms are straightened by a special process which gives almost perfect flatness. The rims are extra heavy. Many styles are provided with a foot clamp which locks by means of a lever. For special purposes—linotype, monotype, newspaper composition, etc.—there are special galleys each adapted to its particular use.

You will be interested in the circular describing and illustrating these galleys. We shall be pleased to send you a copy on request.

BARNHART BROS. & SPINDLER

St. Louis, Omaha, Washington, St. Paul — **168-170-172 W. Monroe St., CHICAGO** — New York, Kansas City, Seattle, Dallas

Makers of the Famous Barnhart Type

5000 PRINTED GUMMED LABELS

Size 1 in. x 2 in., in roll form. Will not curl. No waste. **$1.50**



Printed and Plain Gummed Tapes. All sizes. Rapid Package Sealing and Tape Moistening Machines, from **$1** to **$7.50**

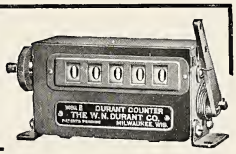
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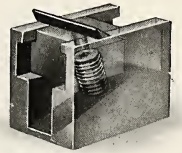
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Insure you against SHORT COUNTS

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GET THE HOGE HOOK



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Size 4 x 6 Picas

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and have the ONLY System that will handle ANY and ALL unmounted plates.

GUARANTEED BEST FOR LITTLE MONEY

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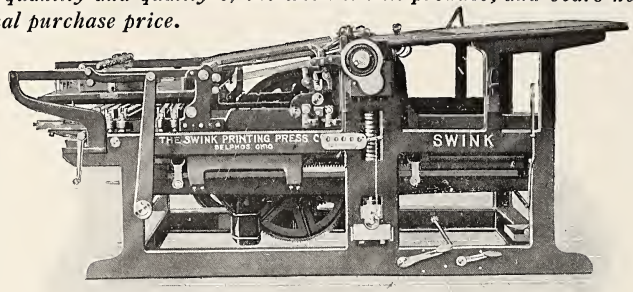
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THE VALUE *of a* PRINTING PRESS

is in the quantity and quality of the work it will produce, and bears no relation to its original purchase price.



THE SWINK TWO-REVOLUTION PRESS

WILL PRODUCE BOTH QUALITY AND QUANTITY. IT IS THE BEST INVESTMENT THAT THE THINKING PRINTER CAN MAKE.

IT WAS DESIGNED BY PRACTICAL MEN WHO KNOW YOUR NEEDS AND IT IS BUILT ACCORDINGLY.

IT IS CONVENIENTLY FED FROM THE FLOOR. THERE ARE NO STEPS TO CLIMB.

THINK THIS OVER.

Write for descriptive matter or a salesman to explain its advantages and conveniences Either will come to you upon request.

The Swink Printing Press Company, *Factory and General Office:* ***Delphos, Ohio***

Static Electricity Conquered

At last a perfect Static Neutralizer has been discovered and given to the printers of the world. Pressrooms equipped with the Thompson Static Neutralizer no longer are annoyed and delayed by electricity in the paper.

Send for list of plants equipped

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Endorsed by Leading Printers from Maine to California

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Licensed under Patents Chapman Electric Neutralizer Co.

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For New York, New Jersey and New England States

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Hamilton Marsh Co.
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For Eastern States

No power consumed. No fire risks. No repair bills.

A Simple Scientific Apparatus as Unfailing as Any Law of Nature

The low cost of this Neutralizer will be saved the first month. Can be applied to all makes of presses.

For Literature and Prices Address

THOMPSON STATIC NEUTRALIZER

1645 OLD COLONY BLDG., CHICAGO

It Is True Economy to Select Good Paper

for all your printing jobs. It eliminates the time and energy wasted trying to get on poor stock the results your customer expects.

You will find it money in your pocket always to select



A Warren Standard



Book Paper

Among them you will find the paper best suited to your particular job — a paper you can absolutely depend on for results.

For the best effects in booklet work, no paper can equal *Cameo Paper,* a Warren Standard. Its lusterless, velvety surface gives to half-tones the effect of photogravures — gives them a depth you did not believe was in them. Cameo booklets are always most attractive.

You will see the beautiful effects possible to secure with Cameo if you will

Send for "The Paper Buyer's Guide"

our new specimen book. It contains samples of all the Warren Standards, and is a gold mine of suggestions on color combinations, typography and the proper stock to use for all kinds of booklets.

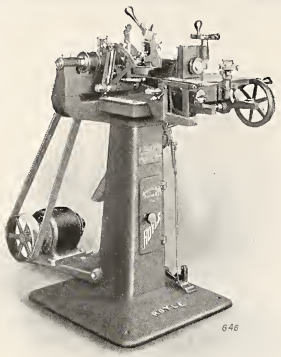
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S. D. Warren & Co., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers

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Boston, Mass. The A. Storrs & Bement Co.
Buffalo, N. Y. The Alling & Cory Co.
Chicago, Ill. J. W. Butler Paper Co.
Cleveland, Ohio . Cleveland Paper Manufacturing Co.
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Denver, Colo. The Peters Paper Co.
Grand Rapids, Mich. . . Central Michigan Paper Co.
Houston, Tex. Southwestern Paper Co.
Kansas City, Mo. Interstate Paper Co.
Los Angeles, Cal. Blake, Moffitt & Towne
New York City (32 Bleecker St.),
Sole Agents, Henry Lindenmeyr & Sons
New York City (for Export only)
National Paper & Type Co.
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Philadelphia, Pa. Megargee & Green Co.
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Scranton, Pa. Megargee Bros.
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Line Beveler driven by Form L Motor

Form L Motors are designed and built to meet any condition requiring small power for either belt or gear drive or for direct connection. There are more than a million dollars' worth in use.

Write for our Bulletin 157E

CROCKER-WHEELER CO.

AMPERE, N. J.

OFFICES IN ALL PRINCIPAL CITIES

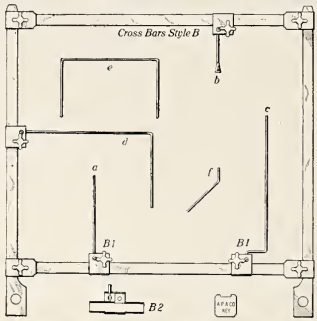
Hake's Universal Perfection Gripper for Platen Presses

(PATENTED)

"The Gripper of Unlimited Possibilities"

A perfect apparatus for firmly holding sheets under any difficulty. Quickly adjusted. Any length or shape of gripper rod easily inserted. **A Permanent Fixture to the Press.**

No Blurring. Perfect Presswork a Certainty



The Grippers consist of $\frac{3}{32}$-inch steel rods, held by small slidable blocks on double-beveled "arms" and cross-bars, quickly adjusted and securely fastened by winged screws and clamps. It is built like a machine—best steel construction. Durable and reliable. Nickel-plated. Made for all sizes and makes of platens.

American Printers Appliance Co., *Manufacturers*
Milwaukee, Wis.

Chicago Agency: Champlin Mfg. & Sales Company, 343 Dearborn Street

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Machinery for
Printers, Lithographers, Bookbinders and Paper Box Makers

WESTERN AGENTS

Potter Printing Press Company,
Plainfield, N. J.

Brown Folding Machine Company,
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It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

WORTHMORE BOND

IS NOT

A SPECULATION

IT IS

AN INVESTMENT

¶ Your money goes into the original lot, but it comes back—for every time you fill an order with this paper, you make a satisfied friend, and satisfaction brings repeat orders.

Sold in White and Nine Colors at a Price You Will Like

THE WHITAKER PAPER COMPANY

CINCINNATI

FIFTH AVENUE BUILDING
NEW YORK CITY

BAY STATE PAPER COMPANY
BOSTON, MASS.

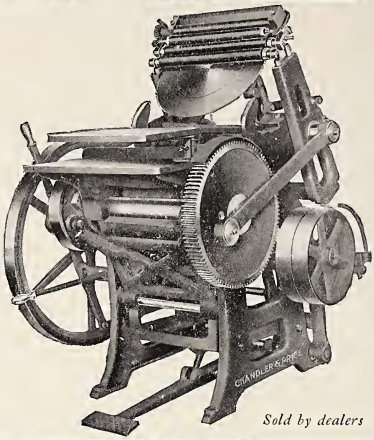
1166 PEOPLES GAS BUILDING
CHICAGO



Chandler & Price New Series Press

The Best

WHEN you purchase the Chandler & Price New Series Press you buy a machine backed by a great reputation for reliability and a press that has received the endorsement of printers for more than twenty-five years. In C. & P. Presses you get accuracy, speed, rigid impression, adequate ink distribution, durability and a press that costs little for up-keep. A year's test of the new features proves their value. We invite investigation of the Chandler & Price New Series Press.



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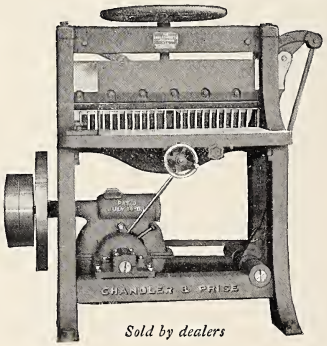
The Chandler & Price Co., Cleveland, O.

Sold by dealers

Chandler & Price Power Paper Cutter

The Best

MOST master printers will appreciate the advantage of purchasing a Power Cutter from a firm famous for their success in manufacturing other printers' machinery. Our Power Cutter is simple in construction. The power mechanism is attached where it is out of the operator's way, and is enclosed in a dirt-proof metal case. It has a deep throat and ample table. The strength of frames and braces enables it to withstand strains of heaviest cuts. Made in three sizes—30 in., 32 in., and 34 in., and each size will cut and square paper up to dimension noted. This Power Cutter will prove valuable in any plant.



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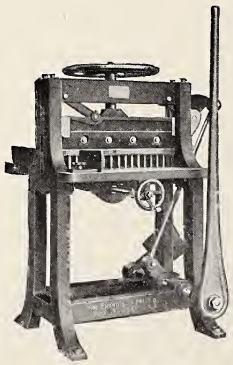
The Chandler & Price Co., Cleveland, O.

Sold by dealers

Chandler & Price Lever Paper Cutter

The Best

THIS Chandler & Price Lever Paper Cutter should receive a hearty welcome in plants requiring an auxiliary cutter for stock-room or in plants requiring a cutter operated without power. To accomplish everything on a lever cutter with the fewest parts and utmost simplicity was the aim of the manufacturers. The legs, table, braces and knife bar are extra heavy to prevent springing under heavy cuts. Perfectly counterbalanced, and has adjustable lever and weight and extra large clamping wheel, making the operation easy and rapid. Made in sizes 33, 26. 30 x 32 inch—cuts and squares stock up to sizes mentioned.



Write for Details

The Chandler & Price Co., Cleveland, O.

Sold by dealers

FULTON FAST RED

BRILLIANT—PERMANENT—ALKALI PROOF—SPIRIT PROOF—EXCELLENT WORKING—FINE BRONZY FINISH—OPAQUE—GOOD DRYING—COVERING

Just Like a $3.00 Red
Only the Price Tells the Rest

This shows how it looks on type work on ordinary paper; how it will look on YOUR work. You can't help liking it.

HENCE WE DARE TO MAKE
THE FOLLOWING OFFER AS AN INTRODUCTORY PROPOSITION

Here's Our Offer:

Something Never Done Before

Fill out the coupon below, tear it off and mail at once to our nearest address as given on the other side, enclosing $3.00. This offer is good only until April 1st. On receipt we will promptly send prepaid.

FIVE POUNDS
OF FULTON FAST RED

Open any can, try it, use up the whole pound if you want to. If you like it and find it all we claim, keep the shipment.

If you don't like it, return the remaining 4 lbs. at our expense, and your entire $3.00 will be promptly and cheerfully refunded.

You take no risk except to get a pound of ink for nothing. It don't cost you one cent unless you like the ink more than you like your $3.00.

(See Other Side)

TEAR OFF HERE AND MAIL TODAY

To
SIGMUND ULLMAN CO.
See other side for nearest address

We accept your proposition and enclose $3.00, for which send at once 5 lbs. Fulton Fast Red, prepaid. We are to try one can. If we find the ink satisfactory, we will keep the shipment; if we do not like the ink, we are at liberty to return the remaining 4 lbs. within 10 days and you are to refund us the $3.00 in full. We are under no obligation except to try the ink promptly, and return it at once if we do not like it.

*Date*_____

*Signed*_____

*Address*_____

FULTON FAST RED

About a year ago we made this offer by mail to an average list of printers. We had quite some inside objections to overcome, for there were those who believed that we were doing a very dangerous thing.

It was claimed that no matter what merit an article had, some would not like it, and return the shipment, while others would grasp the opportunity to get a pound at our expense.

We decided otherwise on the grounds that the ink was so good that everybody must like it, and that from our experience, while the vocation of printing cannot make men honest, it appears to be one to which honest men are attracted.

We banked on the judgment and honesty of the printer at large, and it gives us great pleasure to state that not one man either returned the whole shipment or kept a pound at our expense.

Fulton Fast Red is the most satisfactory, general all-round Red ever sold. It cannot be duplicated elsewhere, and has largely replaced Reds sold at far higher figures.

We therefore wish to extend this opportunity to every printer in the United States.

Naturally we cannot open accounts for $3.00, and must therefore stipulate that those not on our books send cash with the order.

Sigmund Ullman Company

New York City, N. Y.
P. O. Box 15, Sta. R

Chicago, Ill.
421 Plymouth Court

Cleveland, O.
104 St. Clair Ave. N. W.

New York City, N. Y.
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Philadelphia, Pa.
36 South 7th St.

Cincinnati, O.
410 Sycamore St.



A 32-Page Form on *Bond Paper*

Read How This New Bond Paper Discovery *Keeps Your Presses Moving*

"FLAT as Tokyo Bond" is the newest saying in press rooms. For now a practical discovery in paper-making has given the printing trade a handsome loft-dried correspondence bond paper that will take any and all kinds of printing.

On the new high-speed offset press, it will take halftones in colors—and it will run through any kind of press in *full-size sheets,* without stopping or hitching or delaying the press by uneven stretch or running into edge creases, kinks, wrinkles and V-shaped ripples.

You know why bond paper tends to do those things. You know that the old processes produced paper which contained invisible microscopic waves and puffs, and needed only stretching on the true press cylinder to turn them into big waves, puffs, etc. You know that

"BOND PAPER MAY DECEIVE THE EYE BUT NOT THE PRESS."

Now this new process of bond-paper making—the discovery of Tokyo Bond—has found the means of *"building"* bond paper flat—"building" it minus invisible waves and puffs—"building" flatness into it from its genesis as pulpy water to its revelation as handsome bond paper, coming out of the finishing rolls of the paper machine.

Until you have seen Tokyo Bond itself—until you have looked into its possibilities by actually *trying* it, you won't realize the new fields of uses and profits open to you—you won't realize that bond paper can now be used not only for letterheads, certificates, announcements, folders, etc., but for booklets, art pictures, desk catalogs—any and every kind of printed matter.

When Tokyo is used in place of ordinary coated paper there is a saving in weight of stock and in postage, and a great gain in strength and durability. Tokyo is a strong, handsome, medium-priced paper—low priced enough for *carload runs.*

TEST THE NEW TOKYO BOND AT OUR EXPENSE

We will send direct from our mill, enough Tokyo Bond for 10M impressions, or more—any regular size up to 28x40—billing it through our local distributor.

You use this Tokyo Bond on your next bond paper job. Test it thoroughly and carefully.

If you do not consider the finished job the greatest piece of bond-paper printing you ever handled, write us your honest criticism, and we will at once refund the full price you paid for the Tokyo Bond.

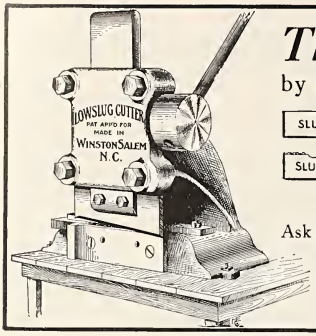
If you wait for some special job to try Tokyo Bond on, you'll never get around to trying it. So get Tokyo into the shop *now,* and use it on your *very next job.*

Write today for new free book, "The Discovery of Tokyo Bond", printed in multi-colored, pictorial halftones on Tokyo Bond. Don't put it off and forget, but write *now.*

CROCKER-McELWAIN COMPANY, 104 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS (McE) *WATER MARK*



This Machine Saves Your Money

by saving the time of your make-up man and pressman.

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

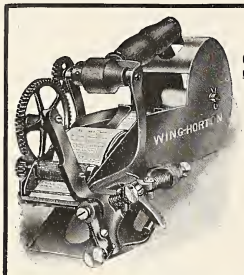
It cuts your slugs so that it is impossible for them to blur the page.

INSTALLED FOR TEN DAYS FREE

Ask for full particulars about this money-saving machine and the free trial offer.

Lowslug Machine Co., Winston-Salem, N. C.

Orders May Be Sent Through Any Typefoundry



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

The Mechanical Chalk Relief Overlay

and

Good Half-Tone Printing

One Suggests the Other

License to manufacture and use the overlay granted to employing printers. *Write for samples, etc., to*

WATZELHAN & SPEYER

183 William Street, New York

THE FIRE OF KNOWLEDGE

By A. HENRY

Old Bill Jorkins, down on his knees, lightin' the fire gone out 'fore the freeze. Lookin' at Bill 'most made me expire — such a fool way to go lightin' a fire. Bill piled on the coals and put wood on the top, stuffed in old paper that lay round the shop, lit up the surface — it blazed for a while, and Bill, lookin' round with a satisfied smile, says, "Now we'll warm up and be happy and cozy"; but when he looked back things weren't so rosy, for the blaze on the top went out in a smudge and Bill gave it up, sat down and said "Fudge." The moral is simple: Bill didn't know how, but went buckin' around like a dodgasted cow. An' that is the way with all education, folks think the right dope is a question of station, and must come to the masses from some big high-brow, when we common workers just as freely allow the school and the scholar are needed 'tis true, but instruction leaks into the beans of but few, when the time's taken up with isms and sich goin' over kids' heads from too strong a pitch. The fire for knowledge, the glow of belief, must come from the heart; you must start underneath. The mass of the people if warmed by desire for learning we know show the way to acquire an earnest and docile array of young souls, not cold at the bottom like Bill and his coals.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185



Here is a DANDY Light, Durable TRUCK

which is adaptable for use in any print-shop. Is your truck equipment sufficient and fully satisfactory for the economical handling of your product? If not, write us about your needs.

The George P. Clark Co.

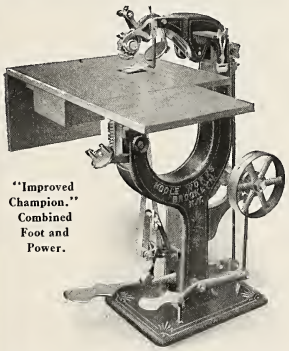
"Pioneer Truck and Caster Manufacturers"

Windsor Locks, Conn.

NEW YORK OFFICE: 13-21 Park Row

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.



"Improved Champion." Combined Foot and Power.

"HOOLE" Paging and Numbering Machine

Three Styles — Foot, Steam and Electric Power. Fastest, Simplest and Lightest Running Machine of its kind.

END NAME, NUMBERING, PAGING AND BOOKBINDERS' MACHINERY AND FINISHING TOOLS OF ALL KINDS.



BONDS

look like all steel engraved securities when prepared with the use of

"K. B." BLANKS

The only line of steel engraved blanks on the market. Do not confound them with cheap lithographed blanks.

KIHN BROTHERS, Bank Note Engravers
99-103 Beekman Street, New York

Sweep 'Em Out



Take the broom to a lot of those cobwebby old traditions about envelope buying. It's costing you good money every day to cling to the belief that your only use for this big envelope factory is on your "special" work and orders for odd styles and sizes.

Western States Service Saves You 10 to 25% on Every Staple or Regular Envelope You Buy!

Realize it! Act on it! Get yourself in touch with us before another day goes by. Don't let your fellow printers nab all these economies and advantages while you sit back and only think of us when you have some special sized lot to turn out. Write us today.

Western States Envelope Co.

311-313 EAST WATER STREET **Milwaukee**

Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers.

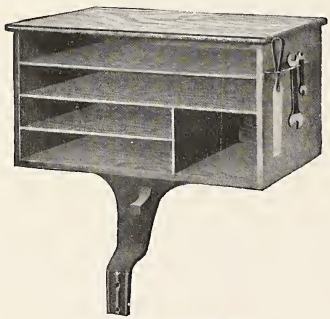
WESTINGHOUSE ELECTRIC

Expert Advice on the Electric Drive of Printing-Plants

THE Westinghouse Company supplies complete electrical equipment for printing-plants and will aid in investigating the economies to be obtained from its use in any plant.

Full information on request.

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.



The PAPER CABINET



ATTACHED to No. 2 PRESS

A NEW CONVENIENCE for the Potter Proof Press

A PAPER CABINET which carries the proof paper protected from dirt and drafts, and in position for the easiest and quickest handling — a device to save many motions of the operator and to save his time—holds two sizes and four kinds of paper — has a place for ink and rags, inkspade and wrenches.

CAN BE ATTACHED to any No. 2 or No. 2 Special Potter Proof Press. Supporting bracket and screws go with it, also inkspade.

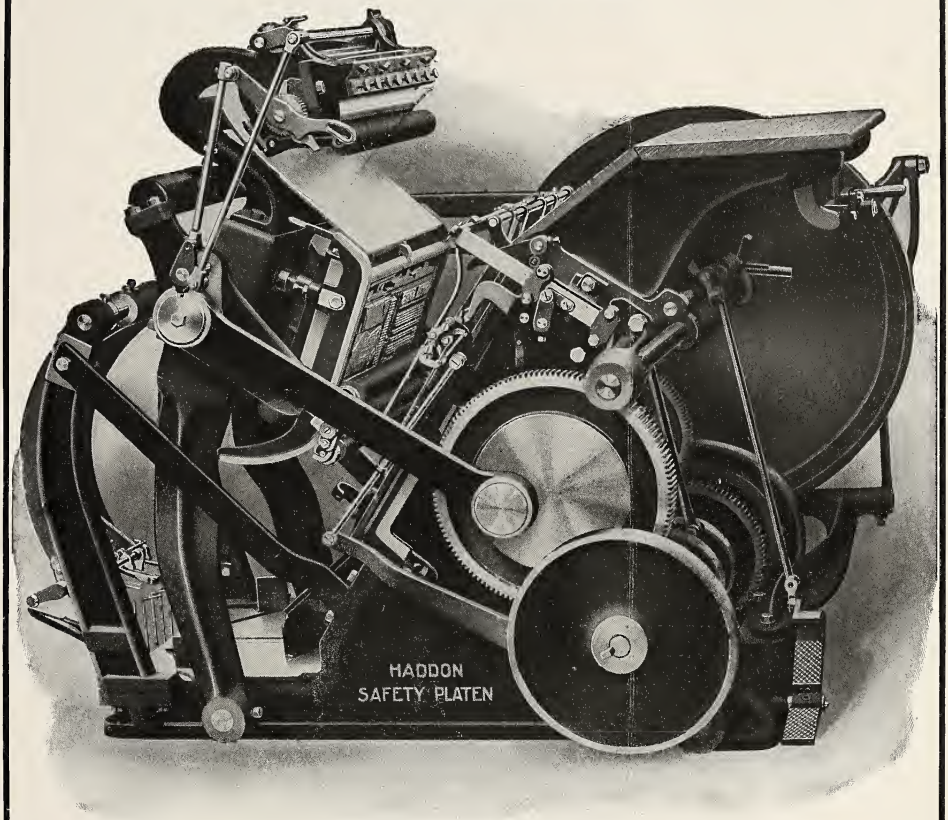
This paper cabinet provides a place for everything, which is the strongest possible inducement to keep everything in its place.

Price complete, $17.50. Order to-day.

A. F. WANNER & CO., *Manufacturers,* 431 So. Dearborn St., CHICAGO

THE GREYHOUND

of the PRESSROOM

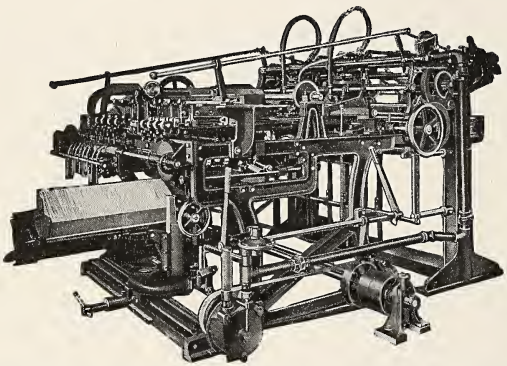


2,500-3,000 demy folio sheets (17½ in. x 11¼ in.) per hour. Complete gripper control. Removable make-ready plate. Treadle impression throw-off. Steel chases with movable bars. Production is constantly under the eye of the feeder. Front delivery. Sheet delivered printed side up.

Sole Makers: JOHN HADDON & CO.,
Salisbury Square, Fleet Street, London, E. C.

Sole American Agent, H. HINZE, Tribune Bldg., New York

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

Non-Curling Gummed Papers

IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose. ¶ We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

Send for our Sample-book

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England in 1830

Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

Manufacturers of

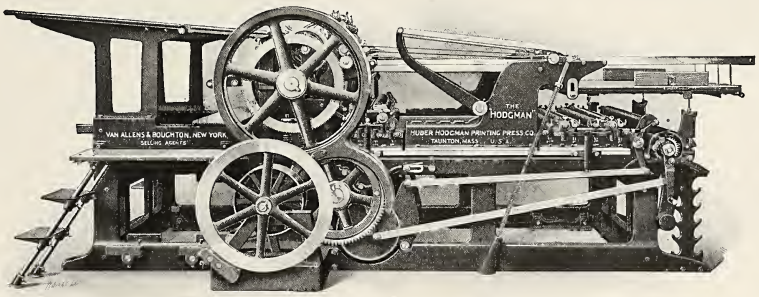
Printing & Lithographic Inks

Western Branch: 705 South Dearborn Street, Chicago

BLACKSTONE BLACK—The Acme of Density. For Fine Half-tone Printing. A Free Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
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DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Factory: Taunton, Mass.

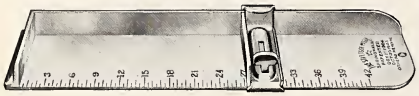
Metropolitan Life Building
NEW YORK

You Can't Get Away From It!

When once you get your
hands gripped around

The Star Composing Stick

you will never let go. The
STAR STICK answers the call



THE STAR COMPOSING STICK

in point of coming up to all requirements is without a competitor — possessing features not found in any other stick.

Our German-Silver Stick

is a beauty and is made to fill the requirements of coast territory; will not rust or corrode. Star sticks are made in all popular sizes, both in Nickel-plated Steel and German Silver.

ASK FOR PARTICULARS

FOR SALE BY TYPEFOUNDERS AND DEALERS IN ALL LARGE CITIES

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

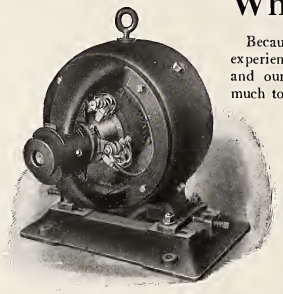
Springfield, Ohio, U. S. A.

Canadian Agents, Toronto Type Foundry Co., Ltd.

Peerless Motors

are provided with every feature of proven advantage—therefore, when you buy a "PEERLESS" you are installing a motor of proved value.

Why Best?



Because they represent the experience of many years, and our experience means much to the printer who is on the market for an economical operating system of power.

Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.

Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 1536 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

YOU NEVER HAD A PAPER REQUIREMENT

THAT WOULD NOT WARRANT CONSIDERATION OF OUR PRICES

Right here, at Fifth Avenue and Polk Street, is an assortment of paper merchandise of sufficient variety to meet every need, at prices that mean increased profits for you.

You could not ask for a better opportunity to prove this statement than the job you are figuring on now.

If it is a mill run, quick delivery and minimum prices are the chief requirements: we can give you both. If we have it in stock, we will ship the same day order is received. You will get the same quality, uniform texture and color each time you order—that is guaranteed.

We want an opportunity to render you some definite service to-day.

CHICAGO PAPER CO., Chicago, Ill.

THE PASSING *of* "RULE *of* THUMB" METHODS

In every line, among progressive concerns, "rule-of-thumb" methods of doing business are passing away. Competition is too keen and profits too small to allow unnecessary manufacturing or selling costs.

Progressive printing-plants are now equipped not only with the most up-to-date presses, but with many other devices to increase efficiency and decrease overhead expense.

Yet with all the thought bestowed on the volume and quality of their output, how many printers give real attention to the purchase of that most necessary commodity — their paper?

It is safe to say that not over 25 per cent of all the printers in the country test the papers they buy with the idea of determining which are really the best values to handle, without regard to trade names or water-marks.

It is undeniably a fact that this 25 per cent represents those of the trade, who really make money, whose product has a reputation for quality.

Doesn't it stand to reason that the man giving every detail of his business close attention will succeed, where another who is lax in his methods, will fail?

There is absolutely no standard of quality governing the selling prices of paper to the printer. No. 1 Rag, No. 1 Wood, No. 1 Manila, No. 1 Fiber, etc., mean nothing. One mill's No. 1 Rag may be the same as another's No. 2 Rag, and vice versa.

The majority of writing-paper, whether made of rag or wood, is sold under private water-marks, and there is no standard of comparison to guide the printer unless he actually tests various papers. This is the only way he can determine the true quality of the paper, and is the method he should adopt when making his purchases.

One printer saved more than the price of his tester on one order of paper. He always had an idea that a certain paper could be substituted for the one he was furnishing on a large account. Not being *sure* the qualities were the same, however, he never felt willing to risk the change. The last time the order came up he had an Ashcroft Paper Tester, and on testing out the samples found both papers of equal strength, as well as practically the same in finish, color, etc.

By the substitution he saved 1 cent per pound on 2,500 pounds and gave his customer just as good a paper as usual. There is but one way to correctly compare samples of paper and that is by mechanical test. The Ashcroft Paper Tester and Ashcroft Thickness Gauge are superseding the "rule of thumb" in progressive plants. If your office is not equipped with these instruments, put them in, and follow the lead of progressive printers all over the country.

The Ashcroft Mfg. Co.

85-89 LIBERTY ST. NEW YORK CITY

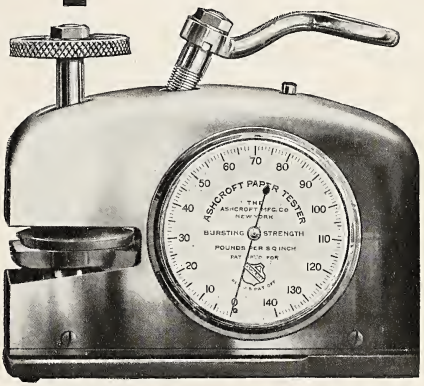
Canadian Sales Agent

C. B. LEGGE, 156 YONGE STREET, TORONTO, ONT.

Sales Agent for Great Britain

H. B. LEGGE & CO. 81 CANNON STREET, LONDON

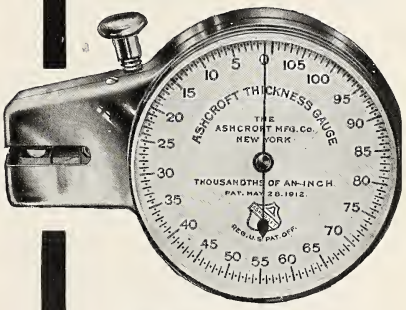
The Ashcroft Paper Tester



Price $20.00. Calf Skin Case, $1.00 Extra

In Canada $25.00. Calf Skin Case, $1.25 Extra

The Ashcroft Thickness Gauge



Price $10.00. Calf Skin Case, 50c Extra

In Canada $12.00. Calf Skin Case, 75c Extra

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

INKS

DRY COLORS, VARNISHES

SPECIAL OFF-SET INKS

The World's Standard Three and Four Color Process Inks

Gold Ink worthy of the name

Originators of Solvine

Bi-Tones that work clean to the last sheet

New York
154-6-8 W. 18th Street
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Chicago
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Electrotypers Attention

Hoyt's Perfect Impression Lead

The most satisfactory Impression Lead yet produced for the lead molding process. Carefully and scientifically made and packed by people WHO KNOW HOW.

ALL SIZES AND THICKNESSES

We carry a large stock in Chicago warehouse. Ask us about it. Also

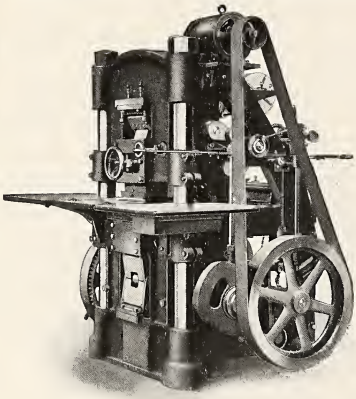
Hoyt's Superior Tint Plates

made to exact size and gauge. Ready for immediate use.

HOYT METAL CO.

ST. LOUIS. CHICAGO. NEW YORK.
Chicago Sales Office: 35 S. Dearborn St.

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

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PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Triumph Motors



These motors, on account of their rugged construction and durability, are prime favorites with printers. For fifteen years we have specialized on the electrical equipment of printing-presses, and are consequently able to recommend the right motor for the right purpose at the right price, to the everlasting satisfaction of our customers.

Try us on your next order.

The Triumph Electric Co.
CINCINNATI, OHIO

A BOOK FORM BUSINESS CARD

carried in a leather case and detached as needed will appeal to your old customers and get new ones. To the trade we supply the blank scored cards for

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

and furnish a patent lever binder case, so you can print and bind them in your own shop. There is nothing that surpasses them, and your trade will appreciate it if you call their attention to the convenience and economy of using them.

Write for samples and our plan for supplying you. Write to-day.

The John B. Wiggins Company
Established 1857
Engravers, Plate Printers, Die Embossers
52-54 East Adams Street Chicago, Ill.

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America, Ben Franklin Club of America, New York Master Printers' Association, Electrotypers' Board of Trade of New York, The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, the International Association of Manufacturing Photoengravers and the Photoengravers' League of New York. Held coincident with the conventions of The American Newspaper Publishers' Association, Associated Press and Printers' League of America, and with the cooperation of the various advertising clubs and leagues.

A. B. CONINE, AGT.

CONCERNING CHOCOLATE ECLAIR BACKBONES

The manufacturer who says, "Go get someone else in my line — and then come to me," will NEVER loom big in affairs of his trade, because he doesn't *do his own thinking*. Being afraid to take the center of the stage, he is doomed for life "to sing in the chorus." The big rewards in merchandising have always fallen to the PIONEERS — the man who dares — the foot that makes its own tracks, instead of *following in* another's. We suppose that when Gabriel blows his trumpet members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBODY leads the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

THE SHOW deserves your support, yes, we mean you, because it will strengthen, broaden and dignify a great industry. But it is not on sentimental grounds that we seek exhibitors. The SHOW was planned to make money for US and for YOU, and it WILL. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicity — the attention of 25,000 interested Printers, Publishers and Advertising Men — that you can not obtain by ANY OTHER METHOD AT ANY PRICE. We expected prejudice. We foresaw opposition. We looked for distrust from the "oldest inhabitant" and the "veteran war-horse," who think that every NEW thing is a BAD thing, just because it doesn't conform to their ideas.

BUT — you can not advance one SOUND reason, one valid argument why YOU, as a manufacturer or selling agent, will not be benefited by displaying and demonstrating your line to 25,000 PRINTERS, PUBLISHERS AND ADVERTISING MEN THAT HAVE COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over — talk it over — sleep it over. We are confident of your decision.

THE SIZE OF SPACE AND THE SIGHS FOR SPACE

WHETHER your SHOW space is large or small doesn't count a tenth as much as whether you are represented in *some way*. The SHOW lasts a full week. EVERY person attending will see EVERY exhibit. They can't miss seeing YOUR display, any more than they can miss seeing the Palace itself. They will be so fascinated by the magnificence of the building, its decorations, booths and exhibits, that they will LINGER LONG while they are there. If you can not see your way clear to engage a large space, ENGAGE SOME SPACE. Be where the buyer will be. Be where your competitor will be. Be in the Atmosphere of ORDERS. *Fish where the fish gother.*

WILL THE PRINTER, PUBLISHER, ADVERTISING AND BUSINESS MAN ATTEND?

HE WILL, because 50,000 have already applied for or received tickets to the SHOW by mail. Thousands more will be supplied with tickets by exhibiting houses. Is it conceivable that any one interested, coming to New York, will neglect to visit the Palace when he can obtain a ticket WITHOUT COST, either by writing us for it or from houses he deals with? Would he use a theater ticket if you gave it to him? And, if he would attend a mere play for amusement's sake, how much more likely is he to attend the NATIONAL PRINTERS, PUBLISHERS, ADVERTISING MEN AND ALLIED TRADES' SHOW, teeming with DOLLARS AND CENTS interest to him, and bristling with ideas, novelties and helps, *applicable to his own business*. Never fear — THE PEOPLE YOU WANT WILL BE THERE, but that won't do you any good unless YOU'RE THERE WITH YOUR LINE. For space rates and other particulars, write to

HARRY A. COCHRANE, President, Fifth Avenue Building, Broadway and 23d Street, NEW YORK. Phone: 724 Gramercy

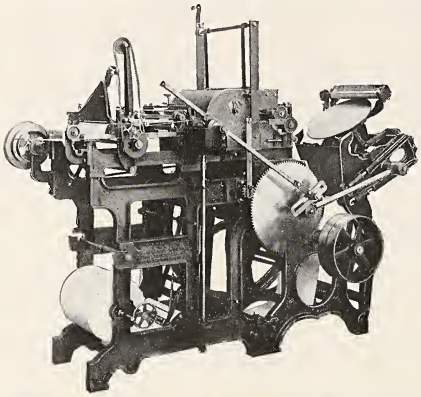
These Two Propositions Are Worth Investigating

Did you read our proposition in the February Inland Printer? Our accommodation plan is bound to be a winner to the printer who needs only the attachment, while the complete press answers the call of the printer needing a high-speed, thoroughly dependable and perfect printing Web Press.

NOTE THESE TWO PROPOSITIONS—THEN ACT

The Toledo Web Press

We stand back of every statement made regarding *character* and *quantity* of output, and we want the prospective buyer to *thoroughly investigate* our claims before buying any other press.



We guarantee to stand the test of comparison with any press on to-day's market.

SOME SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors.

Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

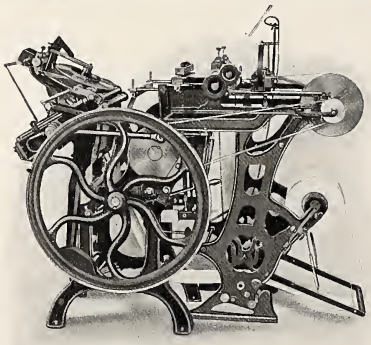
A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation *unit*.

Write for samples, representing actual product, prices, sizes and further information.

The Automatic Attachment

is sold to the printer without the Gordon press. It will fill the requirement long experienced by a great number of printers who have idle job presses that can be pressed into service by attaching our combination.

This Attachment provides an automatic feed, together with facilities (separate UNITS) for perforating, punching, slitting, cutting, stacking, rewinding, two-color, numbering, counting, etc.



Cut shows how to be applied. Sold with or without press.

A Gordon press, equipped with the Attachment and facilities, is instantly transformed into a perfecting press, capable of producing many times the *variety* and *quantity* of *output* at *minimum cost* of production.

TOLEDO WEB PRESS MANUFACTURING COMPANY

WANNER MACHINERY CO., 703 S. Dearborn St., Chicago, Selling Agents for Chicago Territory. *When in Chicago call and see both machines in operation.*

Toledo, Ohio

PRATT'S ANTI OFFSET

TRADE MARK

"REGISTERED IN U.S. PATENT OFFICE"

None Genuine Without This Label.

Sold On a Guarantee

This scientifically prepared printing-ink reducer and drier combined supplies a printers' necessity long in demand, and will make the inks print. It is prepared by an old-time pressman — one who knows what a good "bracer" is to ink.

PRATT'S ANTI OFFSET

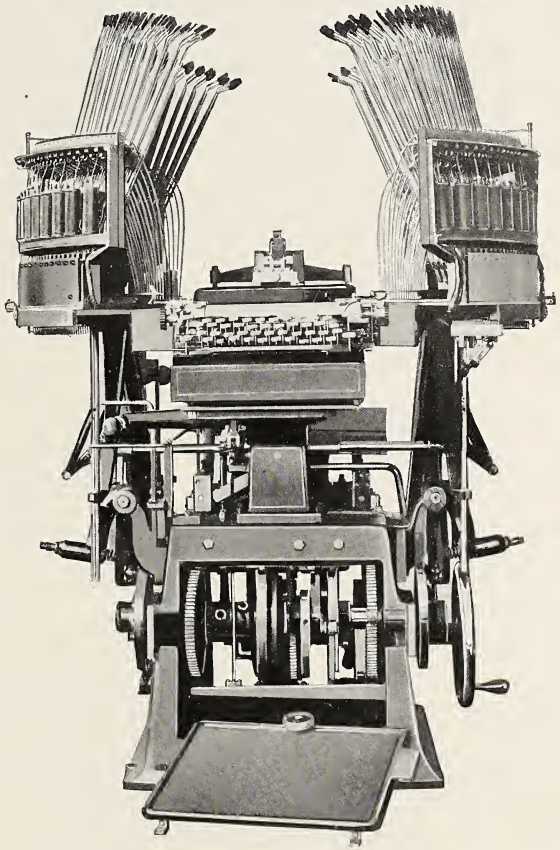
should be in the hands of every printer, and when once carefully used in accordance with directions the printshop will never be without it. This is not an experiment — is practical and economical.

Will ship in any quantity—large or small. The price is right, and we guarantee the quality.

PRATT'S ANTI OFFSET COMPANY, **E. M. PRATT, President** **1059 Willis Ave., E.,** **Detroit, Michigan**

The Rowotype Meets a Definite Demand

With a Rowotype the newspaper publisher can realize his position alongside the great metropolitan dailies.

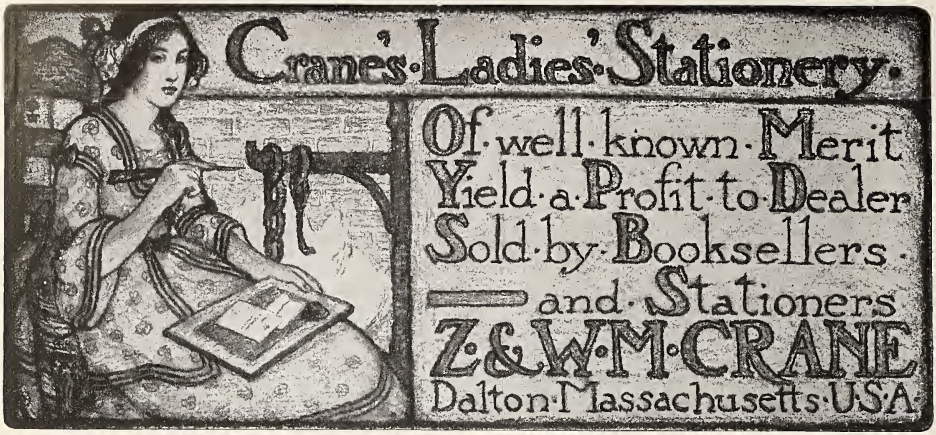


Front View, Open

The new linecasting machine you have heard so much about. Our catalog tells what it will do. Get our selling plans and other particulars.

OGDEN ROWOTYPE COMPANY

RAND-McNALLY BLDG., CHICAGO



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

When Learning the Linotype, Learn it Thoroughly

If one is a linotype operator, he has before him the best opportunities in the wage-earners' world. That is why there are so many schools and so many anxious to learn the linotype in them.

The character of the school and the quality of the instruction are of vital importance to the student.

Indifferent trade education is a serious handicap, which may cripple a man's earning capacity for years and perhaps for life.

To get the right kind of a start is winning more than half the battle. The place to get that start is

The Inland Printer Technical School

It is the oldest and has graduated the greatest number of students, some of whom came from Great Britain and Australasia.

This is the school where mechanism is successfully taught.

Send for our booklet showing what some of our fourteen hundred-odd graduates have accomplished, and what they say about us and our methods.

INLAND PRINTER TECHNICAL SCHOOL

632 SOUTH SHERMAN STREET, CHICAGO, ILL.



Sell Your Customer

Dennison's
TRADE MARK

Standard All Rope Shipping Tags

HAND your customer a sample of Dennison's all rope **Standard "P"** Tags. Let him see what a fine writing surface it has and how extremely difficult it is to tear. Show him the long rope fibres that give the tag its remarkable strength and which insure safe deliveries

Dennison's
TRADE MARK

STANDARD ALL ROPE TAGS

mean satisfied customers. Progressive printers find it very profitable to carry a stock of Dennison's all rope Standard "P" tags. There is an active demand for these high grade Dennison Tags as the railroads are insisting upon shippers using stronger shipping tags. Samples and prices on request

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON
26 Franklin Street

NEW YORK
15 John Street

NEW YORK
Fifth Ave. & 26th Street

PHILADELPHIA
1007 Chestnut Street

CHICAGO
62 E. Randolph Street

ST. LOUIS
905 Locust Street

Sales Offices in Thirty-three Leading Cities.

Have You Struggled With Acrobatic Gummed Paper?

The kind that turns somersaults during printing and handling? It is exhausting work, but there is a drastic cure.

Use Our Dead Flat Gummed Paper

GUARANTEED
FLAT FLAT
GUMMED PAPER

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.
BROOKFIELD, MASS.
New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

The Monitor System



of
Automatic Control
Absolutely Safeguards
the
Operator
the
Press and the Motor

The operation of presses equipped with Monitor Controllers is reduced to the utmost simplicity. There is no rheostat juggling to go through, *the fuses can not blow out,* the rheostat can not overheat.

The machines can be started only under the proper conditions, and a mere pressure of a button is sufficient.

Write for our new Press Control Bulletin No. 21

Monitor Controller Company
111 South Gay St., Baltimore

2123

Wire Stitchers Only!

NOTHING but wire stitchers is produced at the factory of the Boston Wire Stitcher Co. The best thought of expert stitcher men is devoted solely to the Boston, its betterment (if possible) and the invention and perfection of special machinery in this line. We now have "Multi-Bostons" for all purposes, flat and saddle, and can adapt these stitchers to your special requirements, using as many as ten heads, making ten stitches simultaneously, in a single frame. The No. 9 with semi-automatic feed and delivery will interest all periodical publishers. Write for details.

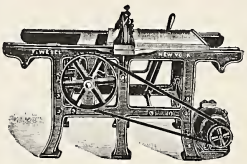
AMERICAN TYPE FOUNDERS CO.

WESEL ELECTROTYPE EQUIPMENT

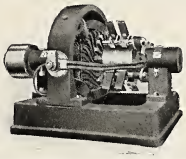


COMBINATION WAX APPARATUS
Gives Perfect Facility for Wax Case Making

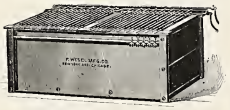
We Have Printed Matter that Answers the Question "What Will It Do?" More Fully About Each of These Machines, and Others



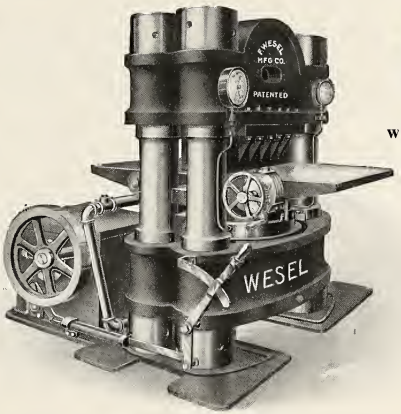
WAX SHAVING MACHINE
Gives Smooth Case of Uniform Depth



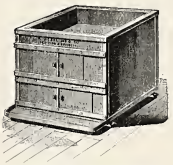
DYNAMOS FOR DEPOSITING
Those We Sell Give Greatest Efficiency and Economy



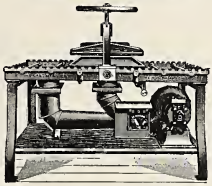
DEPOSITING TANKS
Wesel Tanks Are Most Durable Made



2,000-TON LEAD PRESS
Gives the Service Necessary for Perfect Color-Plate Duplication



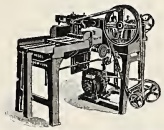
WESEL FURNACES
Burn Gas or Coal Economically



BACKING PAN STANDS
Save Time and Insure Good Work



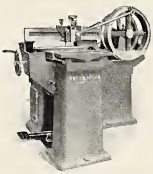
POWER SHAVER
Clean Cut with Rapid Return



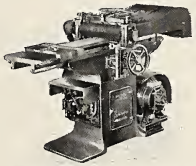
PAN CLEANING MACHINE
Saves Labor and Improves Product



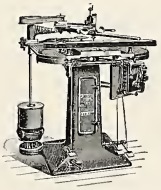
WESEL SAW TABLE
Saws Accurately Under Severe Usage



ROUGHING MACHINE
Roughs Plates True at Highest Speed Possible



TYPE-HIGH MACHINE
Produces Uniform Accuracy



WESEL ROUTER
Cuts with Precision

OUR EXHIBIT

at the National Exposition in New York in April Will Be of Especial Interest to Electrotypers. We Will Send Tickets to Any Electrotyper Asking for Them

F. WESEL MANUFACTURING COMPANY

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 CRANBERRY ST., BROOKLYN, N. Y.

NEW YORK, 10 SPRUCE STREET

CHICAGO, 431 SOUTH DEARBORN STREET



Cartoons by Henry Carpenter, Jr., apprentice with the Republican Publishing Company, Hamilton, Ohio.

Printers I Have Met

By A. HENRY

There was old Ben Burlap who waddled about
Setting posters, for Ben was burly and stout,
Slow-speaking, but setting just corking display
In posters, a matter of pride in his day.

Old Ben liked his beer, and it sagged in his hide,
So one summer morning he faded and died.
I think of old Ben, and his red face I see,
Because — well, old Ben acted kindly to me.

There was K. C. Brown-Jones, he hailed from the East,
A high-brow was Jonesey and culture's high priest.
And many a tip on the value of knowledge
I got from old Jonesey. He's now boss of a college.

Florian Fillmore worked 'longside of Jones,
And bothered him some by requests for small loans,
For Florry was sporty and keen on the girls —
Perfumed and diked out with diamonds and pearls.

Yes, Florry was strong on deportment and style,
And he'd give me a takin' down onct in a while.
I remember he says, "Now, take this from me,
It pays to be *gen*teel, whatever you be."

Well, Florry went West and there struck it rich —
Not in printing, but some irrigation plan, which
Banked him up with the scads. He sent some to endow
Jonesey's college, and that was plumb fine, I allow.

Goodman Golightly, why when I think of him
I laugh till my eyes fill with tears and go dim.
For Goody was filled with ambition to save
The souls of all sinners, and solemn and grave.

He says to me one day, "Ah, why don't you reform.
Don't you know, after all, you are naught but a worm."
"No, I ain't," I says back, so mad I could bust,
"Oh, yes, but you are — a worm of the dust."

So thinkin' of Goody across all these years,
How he called me a worm, my eyes fill with tears,
For the joke tickles yet — though poor Goody is dead;
"One of God's Heroes," the death notice said.

Bill Kickham I meet every day in the year,
He's foreman — a foreman with nary a peer.
He doesn't throw off on the men or the boss,
He's IT all the time — a stalwart old hoss.

AN OFFICE NECESSITY — A HOME ACCESSORY

The big, unwieldy atlas is difficult to handle and is ordinarily kept in an out-of-the-way place. To "look it up" is usually a time and money consumer. As a consequence Mr. Proofreader or Mr. Compositor does not verify the doubtful name or statement and a blunder is printed.

Poates' Complete Atlas of the World

is a handy book for desk or table. It contains 193 pages of maps in five and six colors, giving the United States and Canada with their states, territories, provinces and other political divisions, as well as every other country in the world.

The tables of population are based on the 1910 census.

This volume of much information in little space is attractive in appearance.

Cloth, $1.50; Leather, $2.00

THE INLAND PRINTER COMPANY 632 South Sherman Street, Chicago, Ill.

A Story of the I. T. U. Course in a Sentence

Big Raise in Wages—Winner in Three Contests

¶ In writing about his twenty-second lesson, one of the best-paid compositors in a printing center said:

> "Every lesson is a good one, and I benefited greatly from them, for since taking the Course I have been a winner in three contests, and secured a big raise in wages."

¶ This Course does not pretend to make compositors, but it can help old or young, competent or incompetent.

¶ The distinctive feature of the Course is that students are first drilled in the cardinal principles underlying typography and then are required to apply those principles to commercial work of all descriptions.

¶ The Course is endowed by the International Typographical Union, and is sold below cost—$23 for cash or $25 if taken on the instalment plan of $2 down and $1 a week till paid.

Complete information can be obtained by dropping a postal to

THE I. T. U. COMMISSION

632 SOUTH SHERMAN STREET
CHICAGO, ILL.

FROM THIS TO THIS



Miller Universal Saw-Trimmer



Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets.

IN 30 SECONDS

Miller Router and Jig-Saw



Routs, Drills, Jig-Saws, Broaches, Planes Type-High.

Sharp, Keen, Cutting Tools
Quick-Acting Vises
Absolutely Accurate Gauges

No Belts to Shift
No Wrenches to Find
No Gears to Change

That's the Miller

The Only Accurate Type-High Planer for the Printer
Will plane ordinary sized cuts five per minute

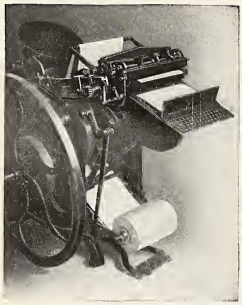
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Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.



The Attachment is fastened to the feed-board of the press, and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

This Feeder will be exhibited at the National Printing and Advertising Exposition, to be held at the New Grand Central Palace, New York City, April 19 to 26, 1913.

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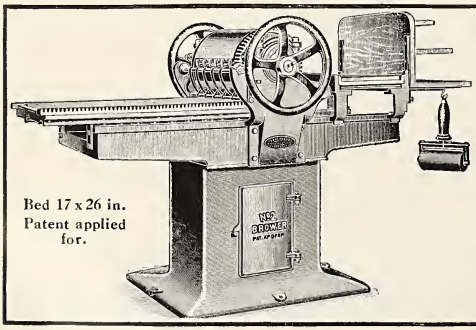
(b) Furnish more practical, immediately appliable information and ideas than you have any conception of.

(c) Cost—only $2.00 a year—and cheap at twice the price, say subscribers.

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WHAT THE **INTERTYPE** MEANS TO

PRINTERS AND PUBLISHERS

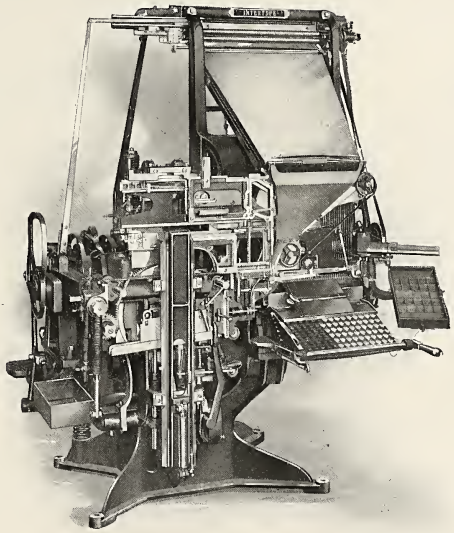
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More Economical

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Magazines can be changed by the operator in twenty seconds.

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¶ Matrices, spacebands, repair and supply parts interchangeable with those used for Linotypes, AT OUR PRICES, mean 30 per cent saving on your supply bills.

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Will You Be There?

¶ The Inland Printer extends a cordial invitation to all who attend the National Printing, Publishing and Advertising Exhibit, to be held in New York city, April 19 to 26, to visit its exhibit at Booth No. 47, where will be provided a number of unusual and valuable features of importance to those interested in the Printing Industry.

A Few of the Exhibits to Be Found at Our Booth



GRAND CENTRAL PALACE, NEW YORK
Where the National Printing, Publishing and Advertising Exposition will be held.

¶ We will have on display a complete exhibit of all books published or controlled by The Inland Printer Company, affording the visitor an opportunity to examine a vast collection of technical literature for the engraver, lithographer, electrotyper and advertiser. This department will be in charge of Mr. L. M. Sloman, our New York representative.

¶ Another valuable exhibit, an industry fathered by The Inland Printer, and which has proved to be a great benefit and success to the Printing Trade, is the I. T. U. Course of Instruction in Printing. It was one of the features of the American display at the International Congress of Art in Relation to Industries at Dresden, last year, held under the authority of the German Government. The Employing Printers' Associations and the Trade Press Associations have asked to have it explained, and some of the larger unions and Employers' Associations require apprentices to take it up before the completion of their apprenticeship. The interest manifested by the publishers and employing printers prompts our exhibit at great expense at the New York Exposition of this most interesting and valuable Course, in charge of Mr. F. J. Trezise, Chief Instructor.

¶ An exhibit of the work of its students, together with the methods employed in the instruction, will be an interesting feature. This Course in printing, a supplementary educational movement designed to furnish to printers and apprentices that information which is necessary to the successful craftsman, but which is not available in the ordinary apprenticeship, is now being followed by some 3,800 students in all parts of the world, and the exhibit will consist of a demonstration of the successful results achieved by these students in the application of the principles of design, which underlie all good typography.

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The harps that once I bossed around
No longer work for me;
They strain no backs or mental chords,
They're opulent and free.

There's something in the Celtic mind
That fades me out of sight,
To get there with celerity
And sure they get there right.

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

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Business Equipment Journal

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¶ because we are specialists, making none but color-plates, anything from two colors up;

¶ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

¶ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

¶ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

¶ because our service extends all over the country and is thoroughly dependable.

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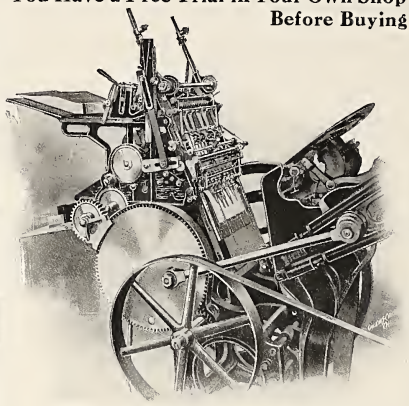
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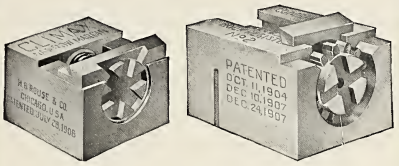
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How the use of direct-connected motors instead of shafting and belting increased quantity and quality of output and saved expense.

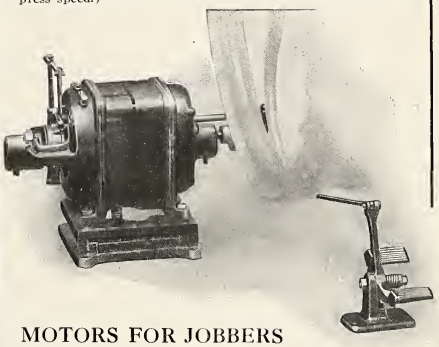
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A True Sport

By C. H. M.

They say the sparrow is a pest,
By traits and habits mean possessed,
But I admire him — say, don't you?
He's such a plucky chap, clear through.

Where he is, other birds, they say,
Can't hang around the bugs to slay,
But such a nervy cuss is he,
To their one bug he'll sure get three.

And while in spring it's sweet to hear
The robin's note so sweet and clear,
I want a friend in time of need
And this here bird gives me a lead.

The wee, brown sparrow chap, I mean,
Who never gets too starved and lean
To sit upon a frozen tree
And cheer the winter world for me.

When wild and icy north winds blow
And fill the world with sleet and snow,
He doesn't curl up on his tail
Or catch the evening South-bound Mail,

But puffs his little feathers out,
And shakes himself and struts about,
And chirps, "Old Pard, don't you get blue;
I'm in this game to stick with you."

"I've sat upon the lilac branch
And watched you in your one-room ranch
When you received the double-cross
And lost your standing with the boss.

"I know your friends in gaudy suits
Are basking where the orange fruits,
And that the girl you'd like to wed
Will choose a high-brow guy instead.

"I know that finer-feathered birds
Have flitted south in brilliant herds,
But here I am, I want to say,
For better or for worse, to stay."

Dear little hardy, drab-hued cuss,
You ask no courtesies of us;
You sing no gorgeous morning psalms,
But ask, on t'other hand, no alms.

Chased, driven, swallowed whole by cats,
Dislodged from roofs with coarse brickbats,
Your family to cold mankind
Owes nix of gratitude, I mind.

Yet out there in the wintry cold
You sit and chat, and laugh and scold,
And I admire you, yes, I do,
You're such a bully sport, clear through!

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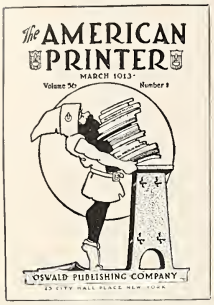
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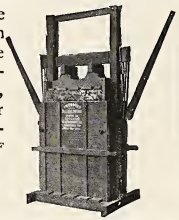
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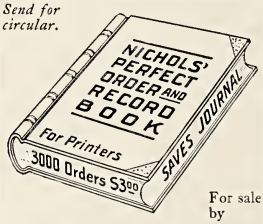
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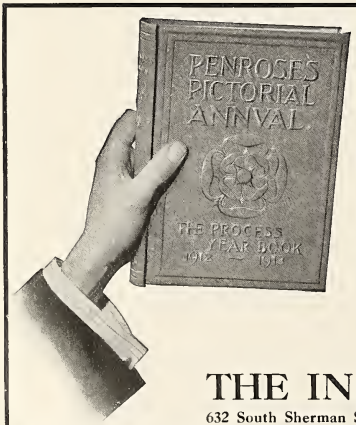
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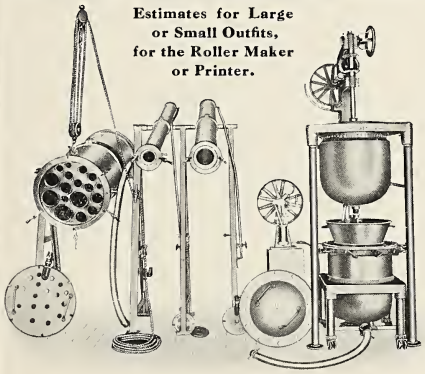
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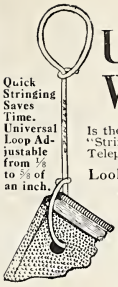


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